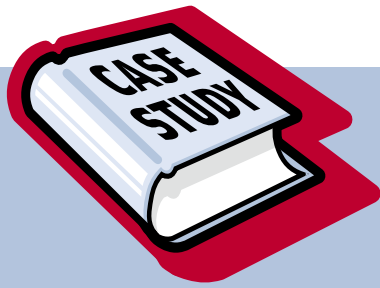


PUTTING CONTESTS



COST: Putting Contests start at \$500.

WHO: Foothill Ranch Chevrolet

WHAT: Putting Contest

WHERE: Foothill Ranch, Calif.

OBJECTIVE: Increase Foot Traffic

RESULT: Winning Promotion

**What does a letter and good putt get you in Foothill Ranch, Calif.?
A brand new Chevrolet Equinox, courtesy of Odds On Promotions!**

Big Putt Mailer

Westates Automotive Promotions recently put some putting into a direct mail piece for Foothill Ranch Chevrolet and ended up giving George Welsh a stunning cobalt blue 2005 Equinox, paid for by Odds On.

Invitation to Win

When Welsh received his invitation to win from Foothill Ranch Chevrolet, he and many other recipients headed on down to the dealership to check out the inventory and make an initial qualification putt.

Return for Rewards

After three weekends of qualifications, Welsh and two other semi-finalists were invited back to make a 25-foot putt. It was Welsh who sank one first, earning the coveted chance to make a 50-foot putt to win the Chevrolet.

Pure Delight

When Welsh's putter stroked the ball a pure sound filled the dealership. With a crowd looking on, the ball rolled across the showroom floor and dropped neatly into the cup! As for Westates, well they got some additional mileage out of this winning promotion as well. Their latest traffic-driving mailer for Foothill Ranch features a photo of Welsh and his wife in their brand new car.



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the ball rolled across the
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