



Oddson
PROMOTIONS

OnTarget

2ndQ06

HELPING YOU REACH AND INCENTIVIZE YOUR TARGET AUDIENCE

ISSUE 10

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\$50,000 WINNER

Man Wins Volvo XC90 at Boy Scouts Fundraising Tournament

Bethesda, Md. – Bob Herbert drove home in style after participating in the National Capital Area Council's 25th Annual Boy Scout Classic Golf Tournament. That's because Herbert won a brand new Volvo XC90, paid for by Hole In One International, after acing the 161-yard 7th hole at the River Creek Golf Club. Herbert, who used a 7 iron, landed the shot five feet from the pin where it bounced once and went in.



"We have used Hole In One International for many years. The process is simple and painless and the service always meets expectations."

Dave Digby,
Tournament Director

surrounding counties in Maryland and Virginia. The event has grown significantly over the years. We now do a split shotgun AM/PM format to accommodate the 55 or so foursomes that participate. Our organization serves 82,542 youth members with the help of 22,555 adult volunteers.

"We have used Hole In One International for many years. The process is simple and painless and the service always meets expectations."

This was Herbert's second hole in one.



Bob Herbert drove home a brand new Volvo XC90 after acing the 7th hole in the National Capital Area Council's 25th Annual Boy Scout Classic.

According to Dave Digby, Director of Annual Giving and Tournament Director for this fundraising event, "Companies travel from across the U.S. to participate year after year. It is a fairly exclusive event, with foursomes ranging from \$5,000 to \$25,000. One of the special features of the tournament is that every golfer is given special prizes at every hole, in addition to a new pair of golf shoes and a duffel bag to haul away all of their 'loot!'"

"We gross about \$365,000 and net about \$225,000 to support the programs of the Boy Scouts in Washington, D.C. and 16



NEW FOR 2006

MAGIQUE GOLF
BETTER FIT • BETTER PRICE
M3 IBRID



BOOK INSURANCE WITH US TODAY AND EVERYONE IN YOUR EVENT GETS A FREE RESCUE WOOD!

See the **Tee To Green** section inside for details!

Start Off Summer in Style: Ideas for May, June & July

Pick Up the Pesos...

*Attn: Bars, Nightclubs,
Casinos and
Radio Stations*

Spice up your Cinco de Mayo celebration this year by giving folks the chance to Pick Up the Pesos, paid for by Odds On. Here's how it works: select a grand prize worth up to \$1,000,000 (that's 10 MILLION PESOS) plus two self-insured consolation prizes. Then register your contestants for a chance to win big. A few days before your event, we'll send you one set of **40 envelopes** for each contestant. Each envelope holds a symbol representing one of your three prizes. Your contestants simply pick and open envelopes until they collect five matching symbols, winning the indicated prize! When they collect the five grand prize symbols, Odds On will be there to pay for the prize. Olè!



Take Mom (or Dad) for a Spin...

Perfect for Malls, Casinos and Radio Remotes

Looking for a promotion for Mother's or Father's Day? **Prize Wheel promotions** are easy to run and fun for all and a whole lot more exciting when contestants have a chance to win a brand new car, a summer-ready boat or even \$1,000,000, courtesy of Odds On. Register your contestants and on the day of your event, invite them back to spin and win the grand prize. If they get the perfect spin, they'll take home the prize and Odds On will be there to write the check! And, it's perfect for awarding summer themed consolation prizes!



Cup O' Cash & Prizes!

*Great for TV and Radio
Stations or Anyone
With a Website*

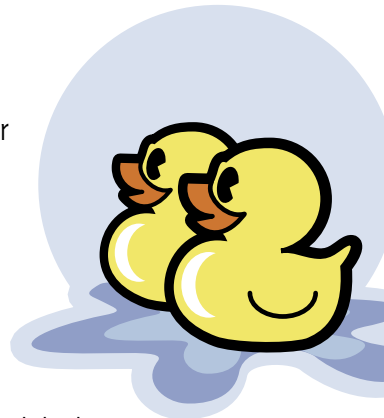
This June, 32 teams will gather in Germany for the FIFA World Cup™ – and with a little help from Odds On, you can get your customers into the game by giving them a shot at winning up to \$1,000,000 for correctly **predicting** a select number of the FIFA World Cup™ bracket winners. And don't worry, when a lucky contestant picks them all right, Odds On will pay the price.



Million Dollar Duck...

Fundraisers Take Note

This summer take a quack at bigger headlines, bigger sponsorships and increased giving with a \$1,000,000 **Duck Race!** Donors stop by your designated sponsor locations and "adopt" rubber ducks in exchange for a donation to your organization. On the appointed day, the numbered ducks are dropped into a body of water to "race" downstream. If one of the ducks crossing the finish line first appears on a list of preselected lucky ducks, Odds On will hand over an enormous nest-feathering prize!



Football Playbook!

Attention Everyone

Ah Spring... and a young fan's fancy turns to football? You bet! After all, April is draft month – Plus there are all those great spring football games! But spring is also the perfect time to prep for the fall football season. For a complete rundown on the hottest **football contests**, check out our playbook on the web at www.odds promotions.com.





Hole In One
INTERNATIONAL®

TeeToGreen

GOLF PROMOTION AND CONTEST IDEAS FOR EVERY TOURNAMENT

NEW FOR 2006



MAGIQUE GOLF
BETTER FIT • BETTER PRICE

M3 I-BRID

BOOK INSURANCE WITH US TODAY AND GET A FREE RESCUE WOOD FOR EVERYONE IN YOUR EVENT.

*Here's a whole new reason to do business with Hole In One International this season! We've teamed up with Magique Golf to give everyone in your event a free custom-fitted rescue wood valued at \$125!**

When you insure a hole in one or combination putting contest with Hole In One International this year, we will send you a package of rescue wood coupons along with your complimentary event signage. Simply distribute one coupon to each player in your event as a tee prize. Your participants then contact Magique Golf directly for a custom fitting of their very own FREE M3 I-BRID Rescue Wood.

Designed by teaching pros specifically for the average player, Magique's custom-fit club features more upright club heads, more loft, softer flex shafts and lower kick points, all for less than you'd expect for custom-fit clubs. Magique's M3 I-BRID Rescue Wood is available in 17, 21 or 25 degrees of loft with a cambered sole design, ideal for shots from the rough or tight fairway lies.

* A \$29.95 charge applies for shipping, handling and custom fitting to your specifications (within the continental U.S.). Please allow 4-6 weeks for delivery. Club comes standard with a steel shaft. Upgrades available.

WINNING HOSPITAL FUNDRAISER!

Event Raises \$30,000 and Sends Home a Winner



Gaylor's Winning Foursome...

From left to right Sam Marshall, Mike Padgett, Chris Gaylor and Jim Atchley.

Knoxville, Tenn. - Chris Gaylor of Knoxville had a winning day at last season's Eastern Tennessee Children's Hospital's Invitational. That's because Gaylor aced the 146-yard 13th hole in this fundraising tournament held at the Fox Den Golf Club, winning himself \$10,000 in cash, paid for by Hole In One International. According to Beverly Little, Annual Giving Coordinator with the Eastern Tennessee Children's Hospital, "Working with Hole in One International was great. Everyone was very helpful. It was really a pretty easy process." According to Little, the 210-person tournament, which was a benefit for the Oliver William Hill Jr., M.D., Pediatric Neurology Laboratory, featured two hole in one prizes, a \$35,000 Cadillac sponsored by a local auto dealer and the \$10,000 prize, which was sponsored by the First Tennessee Bank. The event raised \$30,000.



GOLDEN GLOVES ACEMAKER...
Jim Clark, his daughter and his \$25,000 prize.

\$25,000 Acemaker in Golden Gloves Fundraiser Knock-Out!

Knoxville, Tenn. – Talk about a winning combination, over the past 24 years, the Con Hunley/Golden Gloves Golf Classic fundraiser has successfully raised over \$1,000,000 for the Golden Gloves organization. And this year, thanks to Hole In One International, there was another big winner: Jim Clark.

Clark, who has a 4 handicap, won \$25,000, paid for by Hole In One International, after acing the 135-yard 13th hole at the Three Ridges Golf Course. According to Clark, who used a gap wedge to make the prize-winning shot, the ball hit 5 to 6 feet short of the pin then just skipped into the hole winning him the big cash prize. But the tournament was a winner in more ways than one. Tournament Director Jerry "Ace" Miller notes, "This year's event grossed \$53,000. But, it's important to understand that this tournament underwrites the entire boxing program for the entire year."

Now that's a knock out!



**THE CON HUNLEY/
GOLDEN GLOVES
GOLF CLASSIC**

Who Says Hole In One Prizes are Limited to Cash and Cars? Certainly Not the Associated General Contractors of Kansas



The AGC of Kansas and Foley Supply of Wichita gave away this CAT SkidLoader at the AGC of Kansas fundraising tournament. It was winner Vic Dyck's second hole in one.

Topeka, Kan. – Who says you can't make the perfect shot right out of the gates? Certainly not Vic Dyck of Topeka. So, it should come as no surprise that Dyck aced his first shot of the day winning himself a CAT SkidLoader, paid for by Hole In One International, at this year's annual AGC of Kansas Fundraising Tournament in Wichita. The prize, sponsored by Foley Supply of Wichita, was Dyck's reward for acing the 177-yard 10th hole at the Terradyne Golf Course. This was the 64-year-old Dyck's second hole in one. According to Administrative Assistant Lori Hogle, "Hole In One International's turnaround time was great." In addition, Hogle noted that the tournament raised \$5,000 for the AGC legislative action.

Dunes at Maui Lani Sponsors Hole in One Fundraising Tournament, Has Big Winner!

Kahului, Hawaii – There's a reason why Hawaii is a popular destination – you can be a cash winning acemaker any time of year! And, that's exactly what happened to Rodney Katsutani when he scored a \$10,000 prize, paid for by Hole In One International, after acing the 150-yard 17th hole at the "Friends of Riki Hokama" golf tournament in Maui this past November. The tournament, which is a campaign fundraiser, had 144 participants. This was Katsutani's first hole in one!

ALOHA! \$10,000 HAWAIIAN TREAT



Hole In One International makes it easy to have a successful golf event. With just one quick call to **800-827-2249** you can secure everything from insurance to sponsor signage.

HOLE IN ONE INSURANCE

Add excitement to your company, charity or golf course tournament by offering valuable, attention-getting hole in one prizes without the risk of a payout. With Hole In One International, you offer spectacular hole in one prizes and we'll assume the risk.



PUTTING CONTEST INSURANCE

So, you think 135 yards is too long? Well, how about 50 feet? That's right, you can now insure a 50-foot or longer putting contest for as little as \$150. Before, during or after your tournament, our single putt or multiple putt contests are sure to create excitement for all your participants.

MILLION DOLLAR SHOOT-OUTS

Need to increase participation and set your tournament apart? Need to raise money for your cause? Imagine the turnout and excitement when you offer a \$1,000,000 prize! Don't worry, it costs as little as \$190. And when your participant knocks it in, Hole In One International pays the price.

CONTEST AND SPONSOR SIGNS

A golf tournament presents the perfect opportunity for local businesses or company clients to strut their stuff! Our signs are available at a fraction of the cost of conventional sign shops.





Spintastic! \$100,000 Wheel Spin Packs Casino for Belated New Year's Event!

Geyserville, Calif. - Kyle Lerch, Advertising and Promotions Supervisor with River Rock Casino, had an amazing New Year's Eve party planned. In fact, his \$100,000 New Year's Bash, featuring a series of giant-prize **Wheel Spins**, was the culmination of a two-week December promotion built to increase player's club membership, slot and table games play and club card usage. There was just one problem: Mother Nature. With the Russian River rising well past the flood stage and bridges out, River Rock was forced to postpone their event. But as the old saying goes, every cloud has a silver lining. And that was the case on January 14th when River Rock held their belated New Year's party complete with hats, horns and their \$100,000 Winner's Wheel promotion.

Starting at 7 p.m. the casino ran \$500 cash drawings every half-hour until 9:30 p.m. Then, at 10 p.m., 11 p.m. and 12:15 a.m., the casino drew tickets from their barrel, and the selected players got a chance to spin the giant wheel for cash prizes between \$5,000 and \$10,000. Then on the final spin of the night at 1:15 a.m., one last lucky player got the chance to spin the wheel for a \$100,000 prize, paid for by Odds On. While William Browning from Santa Rosa didn't end up winning the giant prize, he did take home \$5,000!

According to Lerch, in addition to having over 150,000 tickets in the barrel (they had to transfer tickets to a larger barrel), it was easily the busiest day of the year. In fact, by 8:30 p.m. there wasn't a single parking space left, adding, "Odds On was very patient, easy to work with and very accommodating. Believe it or not we're considering another 'belated' New Year's Party next year." 📺

The \$10,000 OH-ockey State University? Student Wins Big Cash at Women's Ice Hockey Opener!

Columbus, Ohio - According to Colin Russell, Marketing Associate with Ohio State University, attendance at women's ice hockey games is up this year—to the tune of a hundred more bodies per game. But maybe that shouldn't come as a surprise



considering that at the first women's game this season, Josh Basinger won \$10,000, paid for by Odds On, in a **Hit the Post** hockey promotion, sponsored by O.S.U.

Basinger wasn't planning on winning big cash, but five minutes into the 2nd period, his name was drawn from the registration box. And, at the next break he was given the chance to take his best shot from the opposite blue line to win \$10,000. Basinger's winning shot hit the left goal post netting him the giant cash prize. Russell, who worked with Odds On last year for a half court basketball contest said, "Contests are a draw—an incentive for fans, plus, it's exciting. Odds On has great service, quick turnaround time and our rep, Linda is very helpful." 📺

Winning Pass, Punt and Kick... Auto Dealer Hands over Keys to Cadillac, Paid for By Odds On!

Louisville, Ky. - Giving a whole new meaning to the phrase Louisville slugger, Fernando Isa won a brand new Cadillac, courtesy of Sam Swope Motors—and paid for by Odds On—after successfully completing a halftime

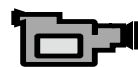


Pass, Punt and Kick contest at a University of Louisville football game. The promotion, which was organized and executed by Nelligan Sports Marketing, the organization that handles sports marketing for the University of Louisville, was designed to engage both the sponsor and fans.

According to Amy Blevins-Morgan, Director of Sports Marketing, "This is the perfect promotion for getting fans excited about the game, and it drives traffic to our sponsors' locations because that is where they have to sign up."

Isa, who learned about the promotion at a previous game, signed up to participate in the contest at Sam Swope Motors and was notified of his selection the night before his big day. At halftime, Isa threw a 50+ yard pass from the back of the end zone, punted the ball to the 7-yard line, then kicked the ball through the uprights winning his choice of a Cadillac or Suzuki SUV. Isa chose the Cadillac and Odds On wrote the check.

According to Morgan, "We have been running the contest for five years and the crowd loves it. Odds On really makes it a very easy process from start to finish." 📺



To see video footage from these stories, click the camera.

TIPS TOURNAMENT

Great Ideas for Better Golf Events

Adding a Tournament Shoot-Out

For as little as \$190, you can increase participation and set your tournament apart with a \$1,000,000 Shoot-Out. Before or after your tournament, qualify up to five players via a raffle or closest to the pin contest and let them take their shot at becoming a millionaire! Arrange with the golf course to use a hole adjacent to the clubhouse. Create a temporary

165+ yard teeing area and gather your participants to witness the excitement. If one of your qualifiers aces the hole, they score BIG! Hole In One International pays the price!

Sign of the Times

Why not drive increased tournament revenues while giving local businesses the opportunity to strut their stuff at your tournament with weatherproof sponsor signs? Available for as little as \$20 each, our signs are a fraction of the price you'd spend at a conventional sign shop. Our heavy duty Coroplast sponsor recognition signs even come with stakes, making set up a breeze!



Signs: \$25 each; \$20 each for 18 or more
Shipping and Handling: \$25 w/10 day delivery; \$50 w/express delivery

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Quick Look

What's Hot at Odds On Promotions

Show 'Em What They Can Win!

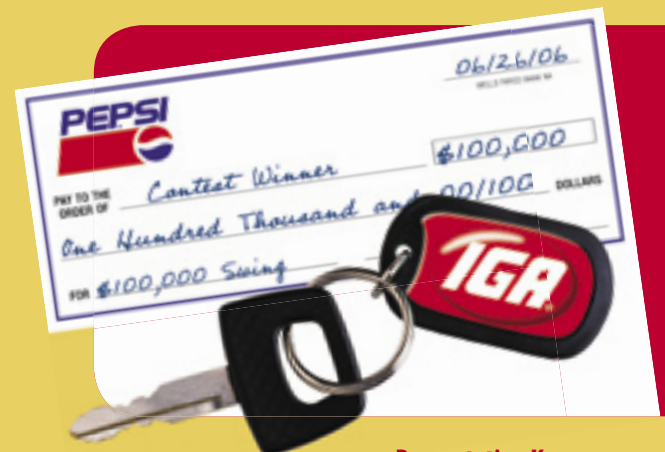
Presentation Checks & Keys

Increase awareness, participation and sponsor visibility with a giant **Presentation Check** or **Presentation Key** from Odds On. Guaranteed to grab the attention of everyone who sees them, our 2' x 4' full-color oversized checks and keys arrive customized with you or your sponsor's logo and the prize to be won (check only). The perfect addition to any display, Presentation Keys and Checks are a great addition to your prepromotion

marketing efforts and post-promotion sponsor recognition programs.



Presentation Checks are a must for promotions offering cash for a prize.



Presentation Keys add to the excitement and fun!

Spring/Summer Promotions Calendar

Rolling for Wheels

**Lincoln Mercury Dealers
Association Sponsor
Boston Celtics Dice Roll**

This basketball season the New England Lincoln Mercury Dealers Association are on a roll... a **16" Dice Roll** that is. At selected Boston Celtics games this season, the Association is sponsoring giant dice rolls where the grand prize is a 2006 Mercury Milan.

According to Sarah Elcik, Account Executive with Young and Rubicam, the group executing the promotion on behalf of the Lincoln Mercury dealers, "There is a lot of excitement when the contestant rolls the 'car' graphic on the first die. To keep it as exciting as possible, we have them roll the dice quickly in succession so there isn't much down time." In addition to the grand prize, contestants have the chance to win a Big A1 jersey, game tickets and other consolation prizes.

May

- 3 WNBA Season Begins
- 5 Cinco de Mayo
- 6 Kentucky Derby
- 14 Mother's Day
- 20 Armed Forces Day
- 20 Preakness Stakes
- 22 Senior PGA Championship
- 28 Indy 500
- 29 Memorial Day

June

- 3 MTV Movie Awards
- 8 NBA Finals
- 9 FIFA World Cup™
- 11 Belmont Stakes
- 11 Flag Day
- 11 Tony Awards
- 12 U.S. Open – Golf
- 16 College World Series
- 18 Father's Day
- 26 Wimbledon
- 27 NBA Draft
- 29 Summer TV Sweeps
- 29 Summer Radio Book

July

- 1 Tour de France
- 4 Independence Day



www.oddsonpromotions.com

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