



## MAXIMIZE SPONSOR VISIBILITY ONLINE PROMOTIONS

### BIG RETURNS WITH ONLINE PROMOTIONS

**WBCN 104.1 Patriots Rock Radio Network drove \$400,000 in sponsor sales while giving New England football fans the chance to win home theater systems and brand new cars with a trio of online promotions.**

#### Three Winning Promotions - One Incredible Season

Every week during the regular season, WBCN listeners got the

chance to win amazing prizes, courtesy of WBCN and their sponsors, and paid for

by Odds On Promotions in a series of online football promotions including the Clay Kickoff Return Contest sponsored by Clay Family Dealerships, the Mitsubishi Motors Drive to Score Contest, and the Tweeter + Sony Take It To the House Punt Return Sweepstakes.



#### Kickoff or Score a New Ride

In the Clay Kickoff Return Contest, if New England ran back a kickoff for a touchdown, a lucky preselected listener would win a brand new vehicle, while in the Mitsubishi Drive to Score Contest contestants used an online entry form to predict the halftime and final score of the game and if a lucky preselected listener called it right, they'd win a brand new Outlander. In both, contests Odds On would be there to pick up the tab in the event of a winner.

**" Odds On was awesome. Chris Gardiner, our local representative, has been very attentive. He was a pleasure to work with. "**

Mark Winship, WBCN Director of Sales

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#### OVERVIEW

**Who:**

WBCN 104.1 FM - CBS Radio Group, Clay Mitsubishi, Clay Cars, Tweeter + Sony

**What:**

Online Punt Return, Kickoff Return and Score Prediction Promotions

**Where:**

Greater Boston/New England Area

**Objective:**

Increase Ad Sales and Engage Listeners

**Results:**

Effective season-long collection of big prize promotions; \$400,000 in sponsor sales.



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## CASE STUDY

### MAXIMIZE SPONSOR VISIBILITY ONLINE PROMOTIONS

## BIG RETURNS WITH ONLINE PROMOTIONS (cont.)

### Punt Returns for HDTVs

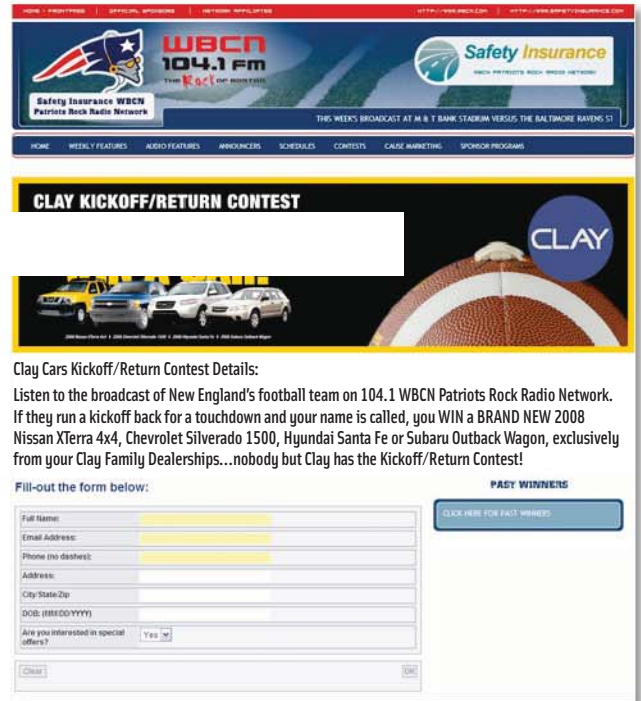
Along with the amazing cars and trucks offered up by Clay and Mitsubishi Motors, WBCN also offered fans who registered online the chance to win an HDTV in the Tweeter + Sony Take It To the House Sweepstakes. If New England returned the first punt of the game for a touchdown, a lucky listener would win a 50-inch Sony Bravia Rear Screen Projection HDTV, paid for by Odds On. However, Tweeter and Sony didn't stop there. They gave each week's winner a guaranteed prize...a Sony Blu-ray Disc Player just for being selected.

Along with the Clay Kickoff Return, listeners could participate in the Mitsubishi Drive to Score Contest as well as the Tweeter + Sony Take It To the House contests.

### Banners for both contests



Below is a sample page taken from the WBCN promotion featuring the Clay Kickoff Return Contest where contestants registered online for a chance to win a new car.



### Big Returns for WBCN

According to Mark Winship, WBCN's Director of Sales, the promotions were even more successful than the Patriots' were last season. In addition to generating impressive web traffic and an impressive number of potential leads for each of the sponsors, the contests helped WBCN

to generate an additional \$400,000 in revenue over the course of the season. "Odds On was awesome. Chris Gardiner, our local representative has been very attentive. He was a pleasure to work with."

**Looking to generate more business on your station, team or company website?**

**GIVE ODDS ON PROMOTIONS A CALL TODAY.**



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