

**SCA**  
PROMOTIONS

# Press Kit

Version 04/23





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# About SCA



**SCA PROMOTIONS**  
BIG PRIZES that Maximize Your Market Reach  
Industry leader in promotional risk management  
• Creativity & Leads  
• Of  
Promotional games today for a chance to win

**HORIZON SOLUTIONS**  
CREATING PRINT SINCE 1992  
Guess the Number of Balls

When you want to go **BIG**, go **SCA PROMOTIONS**

When it comes to promotions that capture audience attention and offer big rewards, it's not enough just to be in the game. You need to dominate it.

Being your organization to a sporting event is a great way to extend your promotional reach and drive big returns.

SCA has the experience and resources to take your brand and your game to the next level.

- Same Day & On-field Contests
- Certification/Digital Instant Win
- Big Prize Coverage Options
- Sponsorship Activations
- Sweepstakes
- & So Much More

Let's create a winning strategy.  
ragan.ector@scapromotions.com

**SCA PROMOTIONS**



**SCA is the World's Most Trusted**  
*Promotions Partner*

OFFICES IN

**Dallas, TX**

**London, UK**

**Las Vegas, NV**

**Calgary, CA**



**80 Employees**



**\$228 Million awarded  
in prizes**

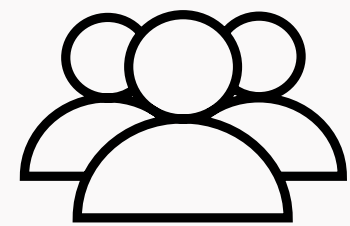


**Founded in 1986**



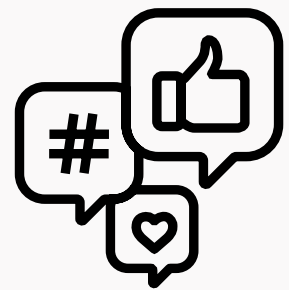
## Digital Engagement

Engage fans and award prizes while collecting valuable marketing information with a digital instant win game. SCA has many game mechanics (virtual basketball toss, wheel spin, team trivia and many others) which fans may access via any mobile phone, tablet, or desktop device.



## Spectator Participation

Generate brand awareness by offering fans the chance to win big with a skill based or odds based game. For a set fee, SCA administers the program, and in the event of a winner, we pay for the prize.



## Social Media Contests

Encourage fans to visit your social media channels and safely share viral content by offering prizes for the best watch party, most creative cheer, or craziest game day outfit. SCA provides prize coverage for your winners along with full contest administration.



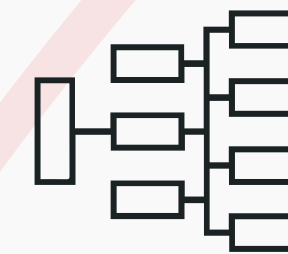
## Conditional Rebates

Drive incremental sales by offering fans purchase refunds when their team wins big. For example, a customer making a qualifying purchase during a promotional period receives a full refund when a designated event occurs i.e., (team wins the NBA Finals, win X games in a row).



## Big Even Prize Programs

Create buzz for your next big event, holiday party, or sales meeting by offering attendees the chance to win big themed prizes. SCA has several "game show" themed programs to give any in-person or virtual meeting big prize drama.



## Draft Day Predictions

Celebrate Draft Day by offering fans the chance to win big by predicting First Round picks. Drive traffic to Sponsor locations with in-venue draft parties or build marketing database with online entry format.

# Our Goal

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**Our goal is to offer promotional game mechanics and risk coverage to drive engagement with your customers and improve your business.**



# Leadership

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**Bob Hamman**  
CEO



**Chris Hamman**  
Vice President



# (Some) Recognitions

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2020 Experiential & Immersive:  
Sponsorship Experiences



2022 Digital Marketing (Campaign):  
Sports

2022 Digital Marketing (Campaign):  
Contests & Promotions



2023 Marketing Effectiveness:  
Interactive Brand Experience

2023 Integrated Marketing:  
Integrated Mobile Experience



Best of Show since 2007





# Media Resources

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# Articles

Chalkline Partners with SCA Promotions to Deliver Turnkey Big Game Sports Promotions with Jackpot Prizes to Build Loyalty Databases

**Free Tacos for U.S. If Mir Hits Floating Taco Bell Ocean Target – Taco Bell sets 40 by 40 foot target in South Pacific for Mir's Re-Entry**

By [SpaceRef Editor](#) | March 19, 2001 | [in](#) [f](#) [t](#)  
Filed under [Taco Bell Corp., US](#)



## The \$1 million shot that changed sports contests forever



Thirty years ago, Don Calhoun got picked to try a three-quarter-court shot during a Bulls game. He made it, sending Michael Jordan and the Bulls into an all-out frenzy that he had won \$1 million. Or so everybody thought.  
Illustration by Rafa Alvarez

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THE NEW YORKER

ODD JOBS JULY 21, 2014 ISSUE

## RISKY BUSINESS

By [Mark Singer](#)  
July 14, 2014

When a fellow-passenger asks Norman Beck, a more than frequent flier, what he does for a living,



## Super Bowl Madness: Insuring Kick-Offs, Touchdowns and More

By [Stephanie K. Jones](#) | January 31, 2014

[Email This](#) [Subscribe to Newsletter](#)



Article

0 Comments

When it comes to contests, promotions and prizes, the Super Bowl hasn't always been kind to Dallas-based SCA Promotions. Over the past decade, the prize/promotion insurer has paid out more years than not on contests related to football's greatest game.

## Miami Heat Fan Hits \$75,000 Half-Court Skyhook, Gets Tackled By LeBron James

By [Kim Bhasin](#) | Jan 26, 2013, 6:32 AM





## **Who is SCA?**

SCA is the world's leading provider of prize coverage for promotions, contests, and games. Our clients include Fortune 500 companies, independent retailers, media, sports teams, Internet companies, as well as advertising and insurance agencies. We assume the risk on promotions, and if there is a winner, we provide our clients with the money to cover their grand prize payouts. Our clients do not have to worry about a promotion being too successful and breaking their budget, as they pay a fixed cost upfront.

## **How long has SCA been in business?**

SCA was founded in 1986 in Dallas, TX. Since then, we have covered billions of dollars and have paid out over \$228 million in cash and prizes.

## **How do prize programs work?**

Clients come to us with a need, an idea, or a fully-fleshed-out campaign. We calculate the odds to develop an expected pay-out, secure coverage, and charge a fixed fee to the client. Fees are typically 3–15% of the actual prize value being offered. The client then runs the promotion, and if there is a winner, we provide them with money to cover their grand prize.

## **How do promotions help a business?**

According to eMarketer, the chance to win is the number one most effective tool to motivate consumers to participate in permission-based marketing efforts. Our promotions have increased sales, driven traffic, boosted client databases, and so much more. Our promotion experts will work with you to design a promotion that meets your specific needs.





# Brand Assets



**Master Logo**



**SCA PROMOTIONS**



# Master Logo

Stacked

The logo for SCA Promotions, featuring the letters 'SCA' in a large, bold, red, sans-serif font. The 'S' and 'C' are connected, and the 'A' has a unique, slightly slanted design. Below 'SCA', the word 'PROMOTIONS' is written in a smaller, red, all-caps, sans-serif font. The entire logo is centered within a light gray rectangular background.

SCA  
PROMOTIONS



# Language

## Conventions

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### **DO'S**

- SCA Promotions, Inc.
- SCA
- SCAi
- EasyScan AMOE
- SCA Gaming

### **DON'TS**

- "SCA's Company, SCAi, ..."
- SCA Promotions in gaming coverage

### **When talking about SCA TL Services....**

#### **DO'S**

- Prize Coverage
- Odds-based competitions
- Adjunct to the gaming industry

#### **DON'TS**

- "\_\_\_\_\_ Insurance"
- Any Insurance vernacular (i.e. claim, policy, etc.)
- Refer with any licensed events, sports tournaments, etc.
- Casino or gambling company





**Thank You.**

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