

Omni Pool Builders Announce 'Touchdown to Swim' Event: Win a \$100,000 Refund or Credit if the Cats Football Team Wins the 2024-2025 NCAA National Championship!

Omni Pool Builders and Design LLC launches the "Touchdown to Swim" event, offering clients a chance to win up to \$100,000 in pool refunds or credits if the Arizona Cats win the 2024-2025 NCAA National Championship. This community-driven campaign aims to inspire local support and unity.

Press Release:

Tucson, AZ – We at Omni Pool Builders and Design are ecstatic to unveil the "Touchdown to Swim" event, a bold initiative that offers our clients the chance to win a refund or credit up to \$100,000 on their pool purchase if the Arizona Cats Football Team wins the NCAA National Championship in 2024-2025.

Omni Pool Builders & Design: More Than Just Pools – A Testament to Community Spirit and AZ Cats Loyalty

At Omni Pool Builders, we are more than just craftsmen of luxury pools. We are dedicated supporters of the AZ Cats, and our latest campaign embodies this commitment. As die-hard fans, we believe in backing our team with actions that inspire and unify our community.

Campaign Details:

- **Eligibility:** The first ten pools contracted from August 1 to August 30, 2024.
- **Reward:** If the Cats win the 2024-2025 NCAA National Championship, each of these lucky clients will receive up to \$100,000 refund or credit towards their pool purchase. We will refund or credit any pools with a contract price over \$60,000 and up to \$100,000 of the total contract price.
- **Youth Sponsorship:** We will sponsor ten students from local middle schools to attend the prestigious Keith O'Quinn Passing, Receiving, and DB Academy in 2025. This sponsorship covers camp registration and travel expenses, investing in the future of our community's young athletes.

Transparency and Strategic Investment:

We believe in transparency and want to share our innovative approach. Instead of traditional ads, we used our quarterly advertising budget to place a strategic bet on the AZ Cats at the FanDuel sportsbook in Phoenix on July 23, 2024. This approach not only supports our local team but also brings excitement to our community. By reallocating our ad budget in this fun and engaging way, we aim to offer significant rewards to our clients, support youth development, and create a compelling story that everyone can rally behind. This unique strategy allows us to give back to the community, provide clients with an exciting opportunity, and highlight our commitment to both our customers and the Cats.

Our Faith in the Cats:

"Our unwavering faith in the AZ Cats is the driving force behind this campaign. We're not just fans; we are true believers in the potential and spirit of our team," said Martin Lopez, Co-Owner of Omni Pool Builders. "This campaign is a testament to our devotion and the deep connection we have with our community. We want to celebrate every victory, not just on the field but in our backyards, creating spaces where families can come together in joy and pride."

As dedicated fans of the AZ Cats, the 2024-2025 football season is filled with hope and excitement. Under the leadership of their new and esteemed local head coach, our Cats are entering the Big 12 Conference, a significant shift that promises fresh challenges and thrilling matchups. Key players in crucial positions, who had considered leaving but decided to stay, are poised to lead the team with determination and skill. With strong preseason predictions and multiple team members named to the Preseason All-Big 12 Team, the AZ Cats have the potential to achieve greatness. This season is a true underdog story in the making, echoing the spirit of our bold promotion.

Community and Youth Development:

Additionally, our commitment to sponsoring youth football camps underscores our dedication to supporting the next generation of athletes. This dual approach not only celebrates our local sports heroes but also gives us the opportunity to leverage our strategic investment in the future of our community.

A Call to Action for the Faithful:

We call upon all Tucsonans and AZ Cat fans to join us in this extraordinary journey. Whether you're in the market for a new pool or simply want to support us in this exciting endeavor, we welcome your participation! Visit tucsonpoolbuilders.com/touchdown_to_swim or contact us at info@omnipoolbuilders.com or text/call 520-222-8503 to be part of this incredible opportunity. Let's make this season unforgettable, both on the gridiron and in our homes.

About Omni Pool Builders and Design:

Omni Pool Builders & Design, established in 2012, has been at the forefront of creating bespoke luxury pools that reflect the dreams and desires of Tucson's residents. Our unwavering commitment to innovative design and meticulous craftsmanship ensures that every pool we build is a masterpiece of quality and beauty. We pride ourselves on being more than just pool builders; we are your partners in creating a sanctuary of joy and relaxation in your backyard.

Timeline:

- Bet Placed: July 23, 2024
- Campaign Start Date: August 1, 2024
- Campaign End Date: August 30, 2024 @ 11:59 PM

Event Mechanics:

Leveraging our quarterly advertising budget by redirecting it to community-centered excitement: AZ Cat's Team Wins the NCAA National Championship in this Upcoming Season.

- **Offer:** \$100k refund or credit for the first 10 new pools sold in August.
- **Promotion Mechanics 1:** Cats Football Team Win & 50% Refund/Credit on New Pool:
 - **Eligibility:** First 10 pools sold during the promotion period.
 - **Reward:** \$100k refund or credit if the Cats Football Team wins.
 - **Limitations:**
 - Total Pools Allowed to Participate: First 10 new pools contracted.
 - Minimum Cost of Pool: \$60,000 (Omni to refund/credit \$60,000 if the entire pool cost is \$60,000).
 - Maximum Cost of Pool: \$100,000 (Omni to refund/credit up to \$100,000 if the pool cost is \$200,000).
 - Construction Start: Pool construction must begin (excavation) no later than January 30, 2025.
 - Credits/Refunds: Awarded the day after excavation or towards future construction payments.

Youth Football Camp Sponsorship (Conditional on Cats Winning):

- **Promotion Mechanics 2:** Cats Football Team Win & 10 Students to Football Camp
 - **Total Value per Student:** Approximately \$2,100 (Camp Registration: \$600, Travel and Expenses: \$1,500).
 - **Number of Students:** 10.
 - **Total Budget:** \$21,000.
 - **Camp Information:**
 - Camp Name: Keith O'Quinn Passing, Receiving, and DB Academy.
 - Dates: July 7-9, 2025.
 - Location: Texas.
 - Age Group: 7-12 years.
 - Training Focus: QB, WR, and DB positions.

- Coaches: College & H.S. Coaches with former NFL Athletes. Instruction Hours: Up to 6 hours per day.
- Target Schools in Tucson: Valencia Middle School, Pistor Middle School, Safford K-8 School, Mansfeld Middle School, and Doolen Middle School.
- Limitations: Conditional on Cats Football Winning.

Contact Information:

Omni Pool Builders and Design LLC

6640 N Oracle Rd #130, Tucson, AZ 85704, Tucson, USA

+1 520-222-8503 | info@omnipoolbuilders.com

(Dual Swimming Pool Contractor): Roc KA-5 282151 (CR-21 Hardscaping and Irrigation Systems): Roc CR-21 326882

Omni Pool Builders & Design is your trusted Tucson pool contractor, established in 2012. We specialize in crafting bespoke luxury pools that reflect your dream and suit Tucson's unique environment. With a dedication to innovative design and precise craftsmanship, we offer custom pool solutions that integrate seamlessly into your lifestyle and landscape. From the initial design to the final touches, our team ensures every aspect of your pool construction meets the highest standards of quality and aesthetics. Proudly serving Tucson and surrounding areas, we are committed to transforming your backyard into a stunning retreat. Contact Omni Pool Builders today to begin designing your ideal pool and experience unparalleled tailored service.

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- **Limitations:** Conditional on Cats Football Winning NCAA 24-25 Championship.

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CONFIDENTIAL INFORMATION

Financial Feasibility

- **Total Potential WIN Liability:** \$1,500,000.
 - **Broker/Dealer Fees:** \$500.
 - **Adjusted Payout:** \$1,499,500.
 - **Tax Implications:**
 - **Tax on Winnings @ 25.9%:** \$388,500
 - **Net Winnings After Tax:** \$1,111,500.
 - Potential NET Payout: \$1,111,500
 - **Net Gain After Pool Refunds/Credits:** \$0 to \$111,500
-

Betting Details / Budget:

- **Betting Amount:** \$5,000 on the Cats Football Team.
- **Odds:** +30,000 (300:1).
- **Potential Win:** \$1,500,000.

Advertising Budget: Advertising Budget for Press Release; \$3,000

Omni's Total Investment of Promotion: Total Omni Investment; \$8,000 (wager=\$5,000, Press Release: \$3,000) (Assuming 10 pools are sold, cost = \$800. per client if Cats Football Team win or lose).