



Fantasy Football Draft

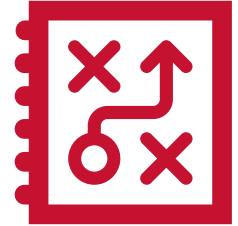
**Rollout Guide
2023**

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STRATEGY



- Drive more guest traffic leading up to football season
- Provide a fun environment for fantasy football draft leagues
- Promote Tailgate Party Trays
- Drive off-peak traffic

Keep Walk-On's top-of-mind for guests!

TIMELINE



- August 15 – September 6
- Time of day: any/all

**(not August 14 because we have a fundraiser scheduled for that evening)*



PROMOTION



- **Message:** Host your Fantasy Football Draft at Walk-On's!
- **What:** Reserve a table of 8 people for 3 hours and get:
 - **Tailgate Party Tray:** \$80 (normal price for catering - not through ezCater): 28 boneless wings, 12 boudin balls, 12oz of queso dip with chips and 10 cheeseburger sliders
 - One tailgate platter per 8 people
 - Party of 9-17: \$160 for two tailgate trays
 - Party of 18-26: \$240 for three tailgate trays
 - Additional food orders are regular menu price
 - \$4 domestic pints (Budweiser, Bud Light, Coors Light, Miller Lite)
 - Free Wi-Fi



PROMOTION



- **Offer Details:** Dine-in only at participating locations August 15 – September 6, 2023. No substitutions. Not to be combined with other offers or discounts. Reservations must be made in advance and are subject to availability. Taxes & fees (including service) apply.



EXECUTION



- Reservations on JotForm
 - JotForm responses sent to: Tim, Carl, Shanda, Jourdan for follow-up with guest
- Reservations placed on the Walk-On's marketing calendar and shared with
 - Joe Wilson
 - Walk-On's Wichita
 - Scot: albrscot@gmail.com
 - Marc Humsi
 - Caleb Campbell
 - Hope Stuber
 - Lexi Hyatt
 - Cidney Barrick

CC:

- Jamie Rheem
- Tim Rheem
- Carl Tannahill
- Joe Rheem



EXECUTION



- Day of:
 - Reserve appropriate size table
 - Table tent with “Reserved for Fantasy Football Draft Party” and beer offer
(Marketing will customize the table tent and email to restaurant to be printed on cardstock.)
 - Make Tailgate Party Tray(s) to be ready when the guests arrive



EXECUTION



- POS – *operations*
 - Button
 - Restaurant(s): Walk-On's Wichita
 - Promo/Discount: no discount
 - Button Name: FantasyFB
 - Manager Approval: No
 - Day Specific: August – September
 - Button Approval & Set-Up
 - Approval: 3PRG Operations (Operations)
 - Set-up: 3PRG Operations (Operations)



TACTICS



- In-restaurant
 - Atmosphere TV ads – *begin Friday, August 11 / Monday, August 14*
- Out-of-restaurant
 - Facebook organic posts and ads – *begin Friday, August 11*
 - Facebook stories – *begin Friday, August 11*
 - Facebook contest, win a free draft party – *begin Friday, August 11*



MARKETING COLLATERAL / POP

Atmosphere Ad



The advertisement features a green grass background. At the top center is the Walk-On's Sports Bistreaux logo, which includes a blue banner with the text "SPORTS BISTREAUX". Below the logo, the text "Host your" is followed by "FANTASY FOOTBALL DRAFT PARTY" in large, bold, red letters with a white outline. Underneath this, it says "at Walk-On's Wichita". On the right side, there is a large, round silver tray filled with food: several sliders, a pile of fried chicken, a bowl of white dipping sauce, and a pile of tortilla chips. In the bottom left corner, there is a small image of a football.

Host your

**FANTASY FOOTBALL
DRAFT PARTY**

at Walk-On's Wichita

Reserved table for 8
(larger group options available)

\$80 Tailgate Party Tray

\$4 Domestic Pints
(Budweiser, Bud Light, Coors Light, Miller Lite)

ASK A MANGER TODAY

Aug 15 - Sept 6 | WIFI available

MARKETING COLLATERAL / POP

Facebook Ad



WALK-ON'S
SPORTS BISTREAUX

Host your

**FANTASY FOOTBALL
DRAFT PARTY**

at Walk-On's Wichita

Reserved table for 8
(larger group options available)

\$80 Tailgate Party Tray

\$4 Domestic Pints
(Budweiser, Bud Light, Coors Light, Miller Lite)

RESERVE NOW

Aug 15 - Sept 6 | WiFi available | [Learn more](#)

MARKETING COLLATERAL / POP

Digital Outdoor



MARKETING COLLATERAL / POP

Reserved Table Tent



TEAM MEMBER COMMUNICATION



- Email (Marketing)
 - Content
 - Bullet points regarding the LSM activation
 - Rollout guide
 - Date email will be sent
 - Thursday, August 10
- In-Restaurant Training (Operations/Training)
 - Rollout guide posted
 - Talking points posted
 - Shift meetings



TALKING POINTS



- **Guest:**

Can I host my Fantasy Football Draft Party here?

- **Server/Bartender/Host:**

Glad you asked! Yes! I will get a manager to give you the details and how to reserve your party.



THANK YOU!

Please email marketing@3pointe.com
with questions.

