



# MAKE MONEY WITH PROMOTIONS!

## **Make the Most of your Equipment!**

Local contests, tournaments and promotions are a great way to increase player participation, excitement and loyalty within your locations. Whether online or offline, all IT games - Golden Tee LIVE, Silver Strike LIVE, Target Toss Pro and PowerPutt Golf – lend themselves perfectly to casual competition and exciting in-house events that will engage your players and increase your cashbox. Contests can be as simple as a weekly prize for a high score, and as complex as a weekly league with dozens of teams.

## **Why Should I Be Interested In Running Contests?**

If you already run dart and pool leagues, you understand the benefits of keeping your players and locations engaged and entertained so they stay loyal and continue to add to your cashbox. With IT games, leagues are a great option, and your league format can be adapted with minimal disruption. IT Games also allow for alternative contests and promotions that increase revenue without costing a ton in time and money. For online games, IT provides a variety of free software solutions that will help you maximize your income potential.

## **What do I Need to Do to Run a Contest?**

No matter what kind of contest or promotion you decide to run, you will need to plan ahead and consider all aspects, from start to finish. Follow these 7 easy steps to maximize your success.

### **Follow these 7 Easy Steps for Successful Promotions**

- 1) Plan Your Contest / Set Budget for Prizes**
- 2) Solicit Locations / Find Sponsors**
- 3) Create a Poster with “Contest Rules & Prizes”**
- 4) Post Signage in Locations / Start Contest**
- 5) Post Leaderboards Throughout the Contest**
- 6) Organize and Plan Final Event or Celebration Party**
- 7) End Contest and Post Winners / Host Final Competition or Players’ Party**



# PLANNING LOCAL CONTESTS

## 1) Plan Your Contest:

**Determine what type of contest** you wish to have, and put your plan into action. Think about what you want to accomplish and how best to meet these goals. Are you trying to reward your most loyal players? What can you do to entice your players to play more often? How can you attract new players to your games? Will your contest appeal to the widest audience possible? The answer to these questions will help you develop a contest that will be successful and beneficial to you and your locations.

**Give yourself plenty of time** to notify and involve your players and locations. You will want to generate excitement before, during and after the contest. Give yourself time for players to learn about the contest and understand the rules, so they show up and enter often. Post frequent updates throughout the contest so players remain engaged and have a reason to keep coming back to your locations.

## 2) Solicit Locations / Sponsors:

**Ask your locations to help pay** for the contest. Make sure the location is on-board with your plans and understand their benefits for participating. They will be motivated to promote the contest to their patrons and players if they are involved in the process. A successful promotion will increase food and beverage sales for the location, so don't be shy about asking for help. Many operators take money off the top each week to help cover the cost of prizes.

**Solicit sponsors to help promote your contest.** Local beer or spirits wholesalers are a great place to start, as are local businesses. Sponsors will often help by providing banners, posters and prizes such as T-shirts and trophies, and sometimes even contribute cash or manpower. The key is to ask and get involved.

## 3) Create a Poster with Contest Rules & Prizes:

**Decide on how many prizes** you want to offer, and what their values are. Make the prize pool big enough to attract player interest and fuel their desire to win.

**Determine the contest rules**, such as start and end dates, minimum age to participate, prize(s), final event dates, if the player must be present to win, if a player can win more than once, and any other pertinent information or details regarding specific rules. Outline what players have to do to participate, and how they do it. Be as thorough as possible and try to anticipate questions from players in advance so you are prepared. Complete and comprehensive rules, posted in advance, are *the most important thing* you can do to keep your contest running smoothly and fairly. A variety of poster templates and art images are available on the various IT game websites.

## 4) Distribute Posters to Locations:

**Post your flyers well in advance** to give players plenty of notice about your contest. Include all of the details so their questions are answered, including prizes, dates and rules.

**If your contest uses your online games, encourage players to order Player Cards**, as it will be easier for you to track their game play data.

**Use the free AdWiz program** to create full screen advertisements that can be installed on your Golden Tee and Silver Strike machines via DVD or flash drive. These screens can advertise both your contest and your sponsor, and can even be a new source of revenue.

**Send your information to IT** for additional advertising. Incredible Technologies will be happy to post your information on their websites for extra exposure.

# PLANNING LOCAL CONTESTS

5) **Post Leaderboards Throughout the Contest:**

**Create new leaderboards often**, so players can check their standings during the contest. Even if the contest is only one night, bring a whiteboard or poster to write down the leaders or winners. For longer events, send text messages or leaderboards right to your games using the free FACTS LIVE software. You can quickly and easily update and send formatted leaderboards or text messages directly to your game screens using your home or office computer.

6) **Organize and Plan Your Final Event:**

**Plan a final Golden Tee Party Event** to cap off your promotion and award prizes. Be sure you are well prepared. Meet with the bar owner and sponsor to discuss all the details, from food and drink specials to the final competition, door prizes, and contest rules. Get the word out to winners and spectators to pack the house and generate excitement.

7) **End Contest and Post Winner Names / Final Competition at Players' Party:**

Post your final standings at each location, on the game and even on a website. It is important to let everyone know who your winners are.

Generate excitement and good will with a players party. Some operators hold contests that qualify their players as "Pub Champs", to compete at a larger, live event for grand prizes. Others award the qualifying players tickets for a drawing, based on accumulative points or games played. A Players' Party is an exciting and fun way to end your contest. Whatever contest you run, make sure everyone has fun and enjoys the party.

**Start planning your promotion now!**



## CHOOSING THE RIGHT CONTEST

Local Contests come in all shapes and sizes. Some are quite simple and appeal to your individual bar, while others can be fairly involved and incorporate your entire route. Below are some examples to help you get started.

### **Simple In-House Contests**

Some contests can be as easy as putting up a poster announcing a small prize for the player who has the highest score on the game each week, or is the first to reach some kind of milestone. Examples are a free sandwich coupon to the player with the highest score on Target Toss Pro: Bags, or \$300 to the first player to get a 300 game on Silver Strike Bowling. These types of contests do not require a lot of manpower, and run on their own. They generally appeal to the "regulars" in a location, and may not entice new players to participate.

### **Game Nights**

This type of contest is great for attracting play to your machines on slow nights. Put a group of 8 to 16 players together and host a bracketed contest on PowerPutt, or a Closest to the Pin contest on Golden Tee. Be sure to have enough prizes for all participants, so everyone is a winner!

### **Leagues**

Just like pool and darts, the skill-based nature of IT games are perfect for long-term league play. Modify your current league structure to sign up teams that meet on a weekly basis. Set a schedule for travelling leagues to involve your entire route. Ask players to use their Player Cards so you can track final scores with FACTS if necessary. Be sure your rules and prizes are well defined so there are minimal conflicts. Plan a final event to award trophies and have some fun!

### **Online FACTS Contests**

Your online IT games allow you to run contests without you having to be present at the location. Use the free FACTS LIVE software to track game play from your online Golden Tee LIVE and Silver Strike LIVE machines. FACTS offers dozens of game criteria to base your contest, from best score to most birdies or spare pickups. Make sure you consider your goals when choosing the contest type. Do you want to reward your best players, attract new players, maximize games played, or somewhere in between? Once you decide your objectives you can tailor a contest that will achieve those goals. Post messages and leaderboards right on your games throughout your contest to keep players engaged and informed. Have a final party to award prizes and thank your players in person. Host it at the location with the most play, to keep your accounts involved.

### **Multi-Operator FACTS Contests**

Work with other promotion-minded operators and sponsors to offer bigger prizes and bring FACTS contests to a wider audience. IT will help coordinate operator cooperation and data sharing. Work with your state association to run state-wide qualifying through FACTS, ending with an exciting live final event!

### **Player and Promoter-Run Tournaments**

Work with players, locations and promoters to organize mid-sized 2-day open tournaments. Pre-register 72 to 120 players to participate in your event. IT will help you determine eligibility for players with active accounts if necessary. Include an entry fee for participants that is used to partially fund the prize pool. Players can pay to play to cover expenses, such as bringing in more machines to play on during the event. Use Locked Conditions cards (supplied by IT) during qualifying rounds on Golden Tee LIVE machines, so everyone plays on the same course with the same conditions. Then set up bracketed head-to-head matches for the players who make the cut, to determine the winners.