



Football Frenzy Online Entry & Reporting

WATCH YOUR FAVORITE NFL TEAM AT THE CLUB!



BROUGHT TO YOU BY
**FOOTBALL
FRENZY**
AIR FORCE SERVICES

GET THE UNIQUE WORD OF THE WEEK
FOR YOUR CHANCE TO WIN!

**GRAND PRIZE
SUPER BOWL TICKETS**

ENTER TO WIN WEEKLY PRIZES
NFL REGULAR SEASON GAME TICKETS
NFL PRO SHOP E-GIFT CARDS

For more info and contest rules visit: MyAirForceLife.com/FootballFrenzy

No federal endorsement of sponsor intended



MyAirForceLife.com »



#AFClubFrenzy

Building and Sustaining Ready and Resilient Airmen and Families



Football Frenzy Online Entry & Reporting

- **Football Frenzy 2015 introduced online entry**
 - **2016 will utilize the same entry method**
 - Online entry is now compatible with iPhone and android systems
 - **Four (4) Scratch off posters will be provided to each participating location (sample on slide #3)**
 - Each of the weekly scratch off areas have the “word of the week” underneath
 - Scratch off one (1) weekly area in numerical order during your weekly Football Frenzy event starting during the 8 Sep 16 week
 - Thursday, Sunday, or Monday depending on your selected event date
 - If you have yet to receive the posters the word of the week has been provided for the first 2 weeks on slide #4
 - **Mailed in entries will not be accepted**
 - **Online entries only**
 - **Enter program reporting data weekly: (slide #7)**
-



Football Frenzy Marketing Material

General Poster, Flyer

WATCH YOUR FAVORITE NFL TEAM AT THE CLUB!




BROUGHT TO YOU BY
FOOTBALL FRENZY
AIR FORCE SERVICES

GET THE UNIQUE WORD OF THE WEEK
FOR YOUR CHANCE TO WIN!

**GRAND PRIZE
SUPER BOWL TICKETS**

ENTER TO WIN WEEKLY PRIZES
NFL REGULAR SEASON GAME TICKETS
NFL PRO SHOP E-GIFT CARDS

For more info and contest rules visit: MyAirForceLife.com/FootballFrenzy

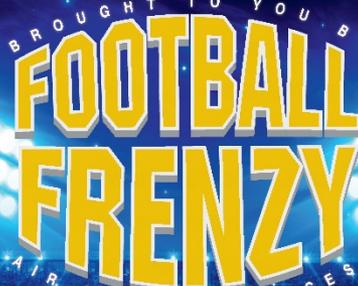
No federal endorsement of sponsor intended

MyAirForceLife.com »  #AFClubFrenzy

Scratch-Off Poster 22 x 28in

WIN TICKETS TO THE 2017 SUPER BOWL!

Attend weekly Football Frenzy events for your chance to win!
Increase your odds of winning by entering with the new password.
New password revealed every week.
Enter by visiting: MyAirForceLife.com/FootballFrenzy
or scan this QR code 



BROUGHT TO YOU BY
FOOTBALL FRENZY
AIR FORCE SERVICES

WEEK 1 WEEK 2 WEEK 3 WEEK 4 WEEK 5 WEEK 6
WEEK 7 WEEK 8 WEEK 9 WEEK 10 WEEK 11
WEEK 12 WEEK 13 WEEK 14 WEEK 15 WEEK 16 WEEK 17

MyAirForceLife.com »  #AFClubFrenzy 



Football Frenzy “Word of the Week” Posting Without Scratch Off Poster

FOOTBALL FRENZY WORD OF THE WEEK

Week One (1)

Thursday 8 Sep 16

Sunday 11 Sep 16

Word of the Week

PUNT

Week Two (2)

Thursday 15 Sep 16

Sunday 18 Sep 16

Monday 19 Sep 16

KICK

FRENZY WORD PLACEMENT
ATTACH (TAPE) TO THE TV'S 30 MINS PRIOR
TO YOUR FRENZY EVENT



DEFENSE



Frenzy "Word of the Week"
prominently displayed

"No federal endorsement intended"



Football Frenzy Entry Website

www.myairforcelife.com/footballfrenzy/contest.aspx

Football Frenzy QR Code Landing Page: Member clicks on Football Frenzy to Enter to Win (See implementation guide for prize details)

The screenshot shows the MyAirForceLife website interface. At the top left is the MyAirForceLife logo, which includes a stylized 'my' in a circle and 'life' in a circle with wings. To the right of the logo is the text 'MyAirForceLife'. In the top right corner, there is a button that says 'FIND YOUR BASE'. Below the logo and button is a large banner with the text 'LET THE FRENZY BEGIN!' in blue capital letters. Underneath this text are three shield-shaped icons representing different club activities: 'FIGHT NIGHT' (red shield with a boxer), 'FAMILY' (green shield with a family silhouette), and 'FOOTBALL' (yellow shield with a football player). Below these icons is the text 'Air Force Clubs: The Tradition Continues'.



Football Frenzy Entry Website

www.myairforcelife.com/footballfrenzy/contest.aspx



ENTER BELOW!

2 days 09:14:51 remaining

FRENZY CODE WORD OF THE DAY *

YOUR EMAIL ADDRESS *

INITIALS *
FIRST NAME *
LAST NAME *

LAST NAME *

LAST 4 CLUB MEMBERSHIP CARD *

FRENZY FACE PHOTO (OPTIONAL, MAX 8MB)

FRENZY FACE PHOTO (OPTIONAL, MAX 8MB)

ENTER

12 people have entered

FOOTBALL FRENZY

ENTER FOR A CHANCE TO WIN 2 NFL GAME TICKET

Are you an Air Force Club member who attended a Thursday night Football Frenzy event? If so, you've got two ways to win great prizes!

1. Enter to win the weekly drawing for two NFL game Ticket Master gift cards (value \$250 each) by simply filling out the entry form in the fields provided. Limit one entry per Air Force Club card number. Member to have the official word that was announced and displayed at the Club during the Football Frenzy event!
2. As a bonus, submit a selfie at the event on our behalf "Frenzy Face" for a chance to win one of our \$250 NFL Pro-Shot gift cards, which will be awarded at the end of the football season. So go get your frenzy on!!! #AFClubFrenzy

SAMPLE



Football Frenzy Reporting

<https://org1.eis.af.mil/sites/100002/Pages/Datacalls.aspx>

Scroll to Sustainment Current Data Calls/ Click in AF Clubs Programming Reporting

The screenshot shows the SVI (Services Installation Support) portal. At the top, there is a navigation bar with links for Home, Financial Dashboard, Products, COLS, Transformation, myPers Submission, SVICast, and SVI Portal Support. Below the navigation bar, the page title is "AF Club Programming Reporting". A note states: "**Note: This site is not an approved location for Personally Identifiable Information (PII).**" and "If you have never worked a data call please click [Request Access](#)." A red arrow points to the "Request Access" link. Below the note, there is a "View" button and a link to "Download 2015 Club Program Implementation Guides here." The main content area contains a form titled "Air Force Clubs Programming Reporting" with a "Report Date: 07-Oct-15". The form has two sections: "Installation Information" and "Program/Event Information". The "Installation Information" section includes fields for MAJCOM, Installation, Installation POC, and POC Phone Number. The "Program/Event Information" section includes fields for Event and Event Date.

**Request
Access**

**USPS Mailed and/or Emailed AAR's will
not be accepted**



Family Football Fanatics Fun Day

Host a Tail Gate type party for "Family Football Fanatics Fun Days" (4 events)

- Partner with different FSS activities when hosting each event to provide additional exposure and form a sense of community (suggested events below are in the guide)
- Display a *Word of the Week* poster for members to enter online

Ring Toss



Corn Hole



Ladder Toss



Leader Board Competition

Date	Home	Away	Spread	Money Line	Over/Under	Player Props
10/1	Seattle	@ Tampa Bay	***	10.75	50.5	...
10/1	Seattle	@ Tampa Bay	***	10.75	50.5	...
10/1	Seattle	@ Tampa Bay	***	10.75	50.5	...
10/1	Seattle	@ Tampa Bay	***	10.75	50.5	...
10/1	Seattle	@ Tampa Bay	***	10.75	50.5	...
10/1	Seattle	@ Tampa Bay	***	10.75	50.5	...
10/1	Seattle	@ Tampa Bay	***	10.75	50.5	...
10/1	Seattle	@ Tampa Bay	***	10.75	50.5	...
10/1	Seattle	@ Tampa Bay	***	10.75	50.5	...
10/1	Seattle	@ Tampa Bay	***	10.75	50.5	...

Punt/Pass/Kick



Celebration Dance Off/ Show Your Spirit



NOTE: Tier 1 installations are eligible to receive a \$200 reimbursement, per Family Football Fun Day event (one per month) for a total reimbursement of \$800 for the Football Frenzy season



Tier One (1) Football Frenzy Reimbursement

*** IN ORDER TO QUALIFY FOR AFSVA
REIMBURSEMENT TIER ONE (1) INSTALLATION
HAVE TO UPLOAD AN ACTION REPORT FOR EACH
FAMILY FOOTBALL FUN DAY EVENT AND FILL IN THE
DATA CALL REQUESTED INFORMATION
WEEKLY
AFTER EACH FOOTBALL FRENZY WATCH EVENT.**

***It is highly recommended that ALL participating installations fill out the data call requested information each week. This data is used to acquire sponsorship to supplement programming provided by AFSVA. This years sponsor for Football Frenzy is USAA!**



Football Frenzy

Any Questions?

SVO Program Manager:

Charissa.jarrett@us.af.mil

SVI Installation Support:

Linda.Cole@us.af.mil