



2016 FIGHT NIGHT FRENZY IMPLEMENTATION GUIDE

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PROGRAM DESCRIPTION



Enhance and promote club membership by purchasing rights for selected installations to conduct Ultimate Fighting Championship (UFC) Pay Per View (PPV) watch parties once per month Jul 16 – Mar 17. The objectives of this program are to meet the current needs of today's Airmen and provide a higher level of entertainment for their morale and enjoyment.

UFC Fights for 2016-2017

*UFC 200 - Saturday, July 9th - Las Vegas, NV - 10 PM EST

*UFC 201 - Saturday, August 20th

*UFC 202 - Saturday, September 10th

*UFC 203 - Saturday, October 8th

*UFC 204 - Saturday, November 12th

*UFC 205 - Saturday, December 10th

*UFC 206 - Friday, December 30th

* = TENTATIVE

* = All fight cards and dates are subject to change

* = Fights will be posted as they are announced

FIGHT CARD **UFC 200 | SAT. JUL. 9, 2016**

MAIN CARD

Daniel Cormier VS **Jon Jones**

"DC" VS "Bones"

USA COUNTRY USA

17-1-0 RECORD 22-1-0

47% KO/TKO 36%

12% SUB 27%

35% DEC 36%

71 in HEIGHT 76 in

205 lbs WEIGHT 205 lbs

72 in REACH 84 in

0 in LEG REACH 0 in

SIGNIFICANT STRIKES

3.89 LANDED PER MINUTE 4.25

48.6% ACCURACY 55.61%

2.13 ABSORBED P/M 2

61.57% DEFENSE 65.98%

GRAPPLING

1.85 TAKEDOWN AVERAGE 2.25

39.66% TAKEDOWN ACCURACY 52.17%

80% TAKEDOWNS DEFENDED 94.59%

0.4 SUBMISSION AVERAGE 0.62

UFC PICK'EM
MAKE YOUR PICKS NOW!

PROGRAM TIERS

AFSVA FUNDS THE PPV VENDOR CONTRACT AT THE FOLLOWING RATES:

Tier 1 – up to 27 installations AFSVA funded cost not to exceed \$600 per month per event for 9 events

Tier 2 – up to 19 installations 50/50 cost share not to exceed \$300 per event for 9 events

Tier 3 – all remaining installations 100% self-funded \$600 event for 9 events

ADDITIONAL AFSVA FUNDING: Grand Prize: Trip to Las Vegas to attend a Live UFC Title Fight for one club member and a guest

RULES OF ENGAGEMENT

AFSVA WILL

- Provide Program Guide
- Provide themed menu ideas and food manufacturer discounts
- Fund Tier 1 installations \$600ea (100%) for 9 PPV UFC Fight Night events Jul 16 to Mar 17
- Fund Tier 2 installations \$300ea (50%) for 9 PPV UFC Fight Night events Jul 16 to Mar 17
- Provide branded marketing promotional/advertising materials on www.usafservices.com
>Managers>Marketing>Download Central section
- Provide entry forms
- Host DCOs with installations providing program guidance
- Develop, deploy and compile after action reports
- Provide installations with grand prize winner instructions on how to award prize and make announcement.
- Provide reporting tool: <https://org1.eis.af.mil/sites/100002/Pages/Datacalls.aspx> then scroll down to Sustainment Current Data Call/AF Clubs Programming Reporting (recurring).

INSTALLATION RESPONSIBILITIES

- Club Managers or their POC(s) are responsible to report customer count, new members, food & beverage sales for each event and track the installation's participation and costs
- Execute event on dates provided
- Schedule, promote event, and encourage new club membership sign up
- Utilize themed menu ideas, recipes, and food manufacturer discounts
- Select food items and market as "Smack Down Chow Down" menu
- Maximize local giveaways/commercial sponsorship
- Offer preferred seating reservations to club members
- Suggestion: Cross marketing – win preferred seating with lunch receipt drawing
- Charge non-members entertainment fee of a minimum of \$5.00ea
- Submit member entry forms to **AFSVA by 3 March 2017**
- Provide final after action report to **AFSVA by 30 March 2017**
- Award and announce grand prizes (if notified winner(s) are from installation by 30 March 17

MARKETING

AFSVA Marketing will provide customizable templates to be used to advertise the UFC Fight Night program. Marketing templates will introduce a customer satisfaction survey flyer, poster, and handout card. These survey items will give customers the ability to instantly provide feedback for the UFC Fight Night program. Data collected will allow AFSVA to tailor future programs to meet our customer's needs.

COLLATERAL PIECES AVAILABLE FOR DOWNLOAD:

File Location: www.usafservices.com > Managers > Marketing > Download Central

LIST OF AVAILABLE COLLATERAL FOR EACH EVENT:

Customizable: Each piece provides area or space designed for customization to specific event details such as date, time, event specials, etc. All files can be interchanged from print to digital and vice versa. Includes guidelines with instructions on how collateral can be used.

NOTE: Survey flyers/posters and handouts have a QR code, which attendees can scan in order to take the survey on the spot (ideal), or they can type in the URL <http://bit.ly/1QSddSg> to go to the website.

Available Media Sizes

- Letter Size: 8.5 x 11 jpg and pdf – use for posters, flyers and other print/digital media
- Tabloid: 11 x 17 jpg and pdf – use for posters, flyers and other print/digital media
- Social Media Image–Facebook, Instagram Guide and Posts
- Digital Image – Adaptable for HD display monitors, Janus, Qubica and web/social media

Collateral for UFC Fight Night is being developed to represent each fight event with blank areas intended for customization. Advertise with print media 30-60 prior to the event.

SOCIAL MEDIA

Maximize Club Frenzy Events Using Social Media

Fight Frenzy events provide an awesome opportunity to creatively utilize social media platforms to engage with your “fans” and boost activity. With multiple events and strategic post announcements for each of them, it will fill your calendar with content and allow widest dissemination among various demographics. Be creative and inventive to reach our Airmen and their families; we want full participation. Proper planning/posting can maximize awareness and ultimately increase activity on your social media platform, as well as giving the Airmen and their families some well-deserved activities to enhance a sense of community and resiliency. Our Airmen and their families are our #1 priority!

Suggested messaging for Facebook and Twitter posts along with appropriate photos for each event will be available on usafservices.com in the Marketing Download Central Section – One month prior to the event.

FIGHT FRENZY SOCIAL MEDIA OVERVIEW

2 weeks prior

- Announce the event, detailed info and theme
- Include: #AFClubFrenzy @MyAirForceLife

1 weeks prior

- Reminder post, ex: “UFC Fight Night this Saturday! Call ahead to reserve your VIP seats!”
- Include: #AFClubFrenzy @MyAirForceLife
- Create a “Share” post, theme specific:
 (“Share this post if you are ready for UFC Fight Night”)
- Include: #AFClubFrenzy @MyAirForceLife

Day of

- Have fans upload photos of themselves at the UFC event, etc.
- Include: #AFClubFrenzy @MyAirForceLife
- Provide survey to attendees:
 - Post flyers / posters where participants will see them easily upon exiting the venue.
 - Print out handout cards, try to get at least 50% of the attendees (only those over 18 can fill out the survey).

- Before the event starts, announce to participants that there will be a customer feedback survey available for them to take afterward. Suggested verbiage:

“We want to know how you feel about this event. You will find a survey link and QR code posted at the exits that will take you to a survey where you can give us your feedback. We want to know!”

- Distribute handout cards to participants, preferably during event or at exit from venue.
- As participants exit event, have staff members verbally remind participants of the survey and encourage them to take it. Suggested verbiage:

“Thank you for coming to the fight – hope you had a great time! Remember, we want to know how you feel about this event. Please take a card or scan a QR code from a flyer/poster and let us know. Hope to see you at our next event.”

Day After

Social media, post after the event:

- Facebook: **“Did you attend yesterday’s Air Force Clubs Fight Frenzy event? Go to <http://bit.ly/1QSddSg> and tell us what you think!”**
- Twitter post: #AFClubFrenzy **“Yesterday were you at Air Force Clubs Fight Frenzy event? Tell us what you think! <http://bit.ly/1QSddSg> ”**

***NOTE:** Short URL links may not work on all .mil domains, if that is the case at your installation (suggest you test them before advertising), use the long links instead (<http://www.surveygizmo.com/s3/2756402/Fight-Frenzy>)*

Any questions or issues with the survey may be emailed to the Air Force Services Survey inbox at:

AFSVA.SVKS@us.af.mil (Office of Strategic Marketing, Marketing Research Section)

INSTALLATION REIMBURSEMENT PROCEDURES

Tier 2 installations are responsible for a 50% cost share. The invoice due the vendor will be centrally paid by AFSVA/FMNFP with a Department PCARD. **No entries will be made by the installation for this event.** The 50% cost share amount will be recorded in the installation's GLAC 7590000, Other Promotional Expenses, in the cost center where the event was held. This will be done at the time when the invoice(s) is paid. The amount will be posted in the same period the event was held. Tier 2 installations must submit the respective cost center to be charged to AFSVADeptCard@us.af.mil prior to the events taking place to ensure timely payment of the invoices.

PRIZES

All members will receive a prize entry form when they attend a local Fight Night event. From those entries five (5) names will be selected during each local event to be submitted to AFSVA through the reporting tool (<https://org1.eis.af.mil/sites/100002/Pages/Datacalls.aspx> then scroll down to Sustainment Current Data Call/AF Clubs Programming Reporting/recurring.)

At the end of Fight Frenzy program one (1) grand prize winner will be selected from all submitted entries. Member can be selected for submission to win the grand prize once per local Fight Night event. Grand prizes can only be won by a club members in good standing. Winner(s) will be verified using the Club Works database. All grand prize drawings will be conducted in the presences of a legal representative from Air Force Services Activity.

- Grand Prize: Trip for 2 to a live UFC fight in Las Vegas (1 winner + 1 guest)
- Runner Up Prizes: a \$100 e-gift card to Fanatics.com towards the purchase of UFC Gear
- All entries must be received by AFSVA no later than: 3 March 17
- Winners Announced 30 March 17

MENU SUGGESTIONS

“Takedown Chow Down” food options should be easily prepared with ingredients facilities have in stock or are readily available through the Prime Vendor using the rebate program. This is not a full blown sit down meal, but more hand-held or bar foods.

Small foods, small bites, sliders are still very popular. Here are some suggestions:

| | |
|--|---|
| <p><u>Appetizers:</u></p> <ul style="list-style-type: none"> Homemade Tortilla Chips & Salsa Nachos w/Grilled Chicken, Shredded Jack Cheese, Jalapeno Slices, Diced Tomatoes, Sour Cream & Guacamole on Top Wings: Breaded, Un-Breaded, Boneless w/varied Levels of Heat or No Sauce Loaded Potato Skins Grilled Chicken & Waffles Philly Fries | <p><u>Hot dog sliders:</u></p> <ul style="list-style-type: none"> The firecracker w/Pico de Gallo & Jalapeno Slices Chili Cheese Dog NY w/Mustard & Sauerkraut Guinness Beer Brats w/Whole Grain Mustard <p><u>Sides:</u></p> <ul style="list-style-type: none"> Beer Battered Onion Rings Sweet Potato Fries Variety of Chips French Fries |
| <p><u>Sliders:</u></p> <ul style="list-style-type: none"> Grilled Chicken Breaded Chicken (made to look and taste just like Chick fil A) Buffalo Chicken Bacon, Cheddar Cheese & BBQ Sauce Burger Jalapeno & Pepper Jack Cheese Burger Chili Cheese Burger Shredded Pork w/Coleslaw Meatball w/Marinara Sauce | <p><u>Sandwiches & Burgers:</u></p> <ul style="list-style-type: none"> Hot Sicilian Roast Beef & Creamy Horseradish Turkey BLT Ground Peppercorn Burger Chili Cheeseburger w/Fritos on Top Bacon Cheeseburger Fish & Chips |

PROGRAM CONTACT INFORMATION

Program POC: Charissa Jarrett (charissa.jarrett@us.af.mil) DSN 969-7768

Marketing Collateral POC: Faye Lorena (wilhelmina.lorena@us.af.mil) DSN 969-7503

Social Media POC: Carissa Martin (carissa.martin@us.af.mil) DSN 969-7484

Marketing Research POC (Survey): Niki Prysock (niki.prysock@us.af.mil) DSN 969-7507

Reimbursement Financial Guidance POC: Becky Karnafel (becky.karnafel.1@us.af.mil) 969-7165

NOTE: Program Guide updates will be posted on Download Central

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