



## COLLEGE FOOTBALL CHAMPIONSHIP PROGRAM IMPLEMENTATION GUIDE

11 Jan 2016

&

7 Feb 2016

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# 2015 Club Frenzy – College Football Championship Program (CFCP)

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## OVERVIEW

The Air Force Services Activities Commander (AFSVA/CC) redirected the 2015 Football Frenzy funding towards the pilot program Club Frenzy focusing on three programs; Family Frenzy, UFC Fight Nights, and Football Frenzy. These programs are aimed at underserved target markets; increasing participation and value of clubs through programming targeting 19-25 year old Airmen. To further enhance and expand program offerings without overshadowing the existing programs, Air Force Clubs is introducing a 2-day college football program. This program will occur on 11 Jan 2016, during the College Championship game and on 7 Feb 2016, during the Super Bowl. By incorporating CFCP, Club Frenzy creates an additional benefit for members and opportunity for clubs to reach current and potential club members.

## CONCEPT DEVELOPMENT

CFCP will focus on the 11 Jan 2016 championship college game. College football is grounded in the tradition and heritage of America, as reflected by the 33 million plus viewers who watched the 2015 College Football Championship.

Club members will have a chance to enter and win a \$100 Fanatics.com e-gift card (an official e-store of college sports gear) valid towards the purchase of college football gear. The winner of the e-gift card from each location will then be entered into a drawing at AFSVA for a chance to win a 4K 65" ULTRA HD Flat screen TV for him/her and one for their club. The winner will be announced and presented with the grand prize during the Super Bowl event at their club on 7 Feb 2016, Super Bowl Sunday!

## GOALS AND OBJECTIVES

- » Offer programming to meet current needs of Airmen
- » Re-instill value in Club Membership
- » Increase foot traffic and sales
- » Increase customer participation in club programs
- » Provide meaningful programs / develop loyalty to Air Force Clubs

## AFSVA TO DO LIST

AFSVA/SV will:

- » register installations that confirm they want to participate in CFCP and have a Super Bowl event
- » provide an online program guide
- » fund \$100 Fanatics.com e-gift card for participating installations and reimburse the grand prize winning club up to \$4,400 for two 4K 65" ULTRA HD Flat screen TV's of equal value through SAIS
- » issue Fanatics.com e-gift cards to the local winner at each participating installation
- » ensure grand prize winner is eligible members prior to awarding
- » input names into a data file and randomly select a grand prize winner
- » not reimburse additional costs/expenses to the winners and/or installation
- » collect the program data entered into the Air Force Club Programming Reporting Tool for participating clubs.  
(<https://org1.eis.af.mil/sites/100002/Pages/afclubsprogrammingreporting.aspx>)
- » require non reporting participating installations to reimburse AFSVA/SVOFN for the \$100 e-gift card and local winner will be disqualified from grand prize drawing
- » provide branded marketing promotional/advertising materials on [www.usafservices.com](http://www.usafservices.com)>Managers>Marketing>Download Central
- » host a DCS with participating installations providing program guidance
- » provide installation with grand prize winner instructions; how to award prize and make announcement

## INSTALLATION TO DO LIST

Installation (club manager) will:

- » assign program POC
- » maximize local giveaways/commercial sponsorship/cross marketing
- » use Club Frenzy entry forms for local drawing or develop an entry form containing:
  - Members full name
  - Permanent Station Club / TDY Club
  - Last 10 digits of Club Card
  - Home and work phone
- » utilize "College Football Tailgate" theme to attract club members (i.e. menus, decorations)
- » cross market with other activities
- » encourage new club membership sign up
- » announce the game details
- » highlight CFCP and food/drink specials
- » include: #AFClubFrenzy @MyAirForceLife on all posts
- » host a CFCP event at the club
- » host a Super Bowl event at the club
- » create a "Tag" post

- » schedule/Promote/Execute event on dates provided
- » ensure local e-gift card winner is a club member in good standing prior to award of the e-gift card and submission of name to SVOFN
- » Input winner information from entry form, participation numbers, costs, and electronic after action report (AAR) with photos of the event in the AFSVA Clubs Programming Reporting tool by 22 Jan 2016.

## GRAND PRIZE WINNING INSTALLATION TO DO LIST

Installation (club manager) will:

- » will buy two 4K 65" ULTRA HD Flat screen TV's with specifications determined by HQ AFSVA/SVOFN retail value up to \$2200ea
- » provide documentation of proof of purchase to SVOFN
  - Submit receipt with attachment 1 (sent to winning installation)
  - The winning club will be reimbursed through SAIS
- » announce and present the winner the a 4K 65" ULTRA HD Flat screen TV
- » upload photos of announcement and grand prize awarded during Super Bowl 2016 (within 10 days after event at:
  - <https://org1.eis.af.mil/sites/100002/Pages/afclubsprogrammingreporting.aspx>

Questions concerning this program should be emailed directly to: Charissa.Jarrett@us.af.mil. Calls are also accepted Monday thru Friday, CST (210-395-7768 DSN 969-7768) during duty hours 0800-1700.

## PROMOTION DATES DESIGN/PRODUCTION

CFCP will be hosted at the club on Monday 11 Jan 2016 and the winning club member presented with the 4K 65" HDTV at the clubs Super Bowl event 7 Feb 2016.

Promotional designs will be posted on AFSVA portal Marketing "download central".

## PRIZE DRAWING PROCEDURES

On 11 Jan 16, a Club member at each participating location will be randomly selected to win a \$100 Fanatics.com e-gift card (an official e-store of college sports gear) valid towards the purchase of college football gear. The winner of the e-gift card from each location will then be entered into a drawing at AFSVA for a chance to win a 4K 65" ULTRA HD Flat screen TV for him/her and one for their club.

The winning installation will be notified NLT 29 Jan 16. The Club will announce and award the grand prize to the winner during the Super Bowl game event at their club on 7 Feb 2016. The winner must

be present to win unless circumstances beyond their control prevent him or her from attending the local Super Bowl event.

**Notification:**

- » Congratulatory email from AFSVA
- » Privacy Act Statement and Prize Acceptance Form
- » Release Form (allowing usage of person's image and name in association with prize)
- » Provide installation with appropriate level notification e.g. WG/CC, MSG/CC, FSS/CC
- » Winners must meet the eligibility requirements of club membership in accordance with AFI 34-272, *Air Force Club Program*
- » Eligible personnel signing up for club membership or club members on the date of the drawing and in good standing, i.e. (a) their account is currently “active” and (b) they are not currently on the Account Delinquency Report in Club Works (c) and not on the “Not Eligible” list is eligible.
- » An AF Club Members are limited to one win per drawing.
- » All winners’ eligibility will be validated before prizes are awarded. All prize claims are subject to verification. Void where prohibited by law.
- » If at the time the prize is actually awarded, the winning member’s “status” has changed from the time of the actual drawing, i.e. the account has become inactive, delinquent, or charged off, the individual’s status will no longer be deemed “in good standing” and the prize will be awarded to the next person on the prize winner list.
- » Prizes are not transferable and substitutions are not permitted.

**\*IMPORTANT NOTICE: The following categories of personnel are NOT ELIGIBLE:**

**1. Eligibility Statement**

1. Authorized patrons of Air Force MWR programs (IAW AFI 34-101) are eligible to participate in Air Force Services Activity promotions and contests. Entrants must be at least 18 years of age at the time of entry.
2. Employees of HQ USAF, AFSVA, and FSS Commanders, Directors, Deputies, flight chiefs, operations offices and FSS marketing personnel are NOT eligible to participate.
3. If you do not meet this requirement, or any other eligibility requirements in these official rules, you are not eligible to win.
4. Sponsor Air Force Services Activity (AFSVA) reserves the right not to award prizes to ineligible participants.
5. To be eligible to win prizes, entries must be completed and received by AFSVA according to the rules and guidelines listed herein.
6. No purchase or payment necessary to enter or win.

## AIR FORCE REIMBURSEMENT AND ACCOUNTING INSTRUCTIONS

Grand Prize Winning Club Only:

1. Charge expense of the card to GLAC 7590000. This will be part of the reimbursement package and should be identified in report as TV. Use receipt from purchase of the card with appropriate signature as supporting document.
2. To receive reimbursement, installations must provide receipt documentation in attachment 1. Upload to: (<https://org1.eis.af.mil/sites/100002/Pages/AFClubsProgrammingReporting.aspx>) Maintain a copy of the documents at the local office of record (NAF AO).
3. After review and verification of installation's submission, AFSVA/SVO will process a cash transfer (CT). The reimbursement CT will be processed to the installation MWRF as a credit to GLAC 1140016. Upon receipt of the reimbursement, the NAF AO must process a GLAF to debit GLAC 1140016 and credit GLAC 1140000 to clear the receivable(s) posted for incurred expenses related to the event.
4. Accounting questions for this program should be emailed directly to: [becky.karnafel.1@us.af.mil](mailto:becky.karnafel.1@us.af.mil) Any changes and/or updates to this program will be posted on Download Central followed by email notification to participating installations

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## INSTALLATIONS REGISTERED TO PARTICIPATE IN CFCP

AETC	Altus AFB
PACAF	Andersen
USAFE	Aviano AB
AFGSC	Barksdale AFB
ACC	Beale AFB
AFSPC	Clear
AFGSC	Ellsworth AFB
AETC	Goodfellow AFB
AMC	Grand Forks AFB
ACC	Holloman AFB
USAFE	Incirlik AB
AMC	JBMDL McGuire AFB
AETC	JBSA-Randolph AFB
PACAF	Kadena AB
AETC	Keesler AFB
PACAF	Kunsan AB
USAFE	Lakenheath
ACC	Langley AFB
AETC	Laughlin AFB
AFGSC	Malmstrom AFB
AMC	McConnell AFB
USAFE	Mildenhall
PACAF	Misawa AB
ACC	Mountain Home AFB
AFSPC	Peterson AFB
AFMC	Robins AFB
USAFE	Spangdahlem AB
USAFE	Spangdahlem AB
AFMC	Tinker AFB
AMC	Travis AFB
ACC	Tyndall AFB
AFSPC	Vandenberg AFB
AFGSC	Whiteman AFB
AFGSC	Whiteman AFB
AFMC	Wright-Patterson AFB