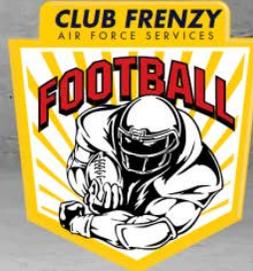


LET THE FRENZY BEGIN!



Air Force Clubs: The Tradition Continues
www.MyAirForceLife.com

CLUB FRENZY PILOT PROGRAM

IMPLEMENTATION GUIDE

AFSVA/SVOF

2261 HUGHES AVENUE, SUITE #156

JBSA LACKLAND, TEXAS 78236-9852

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PROGRAM OVERVIEW

PURPOSE: To modernize a 20-year old Football Frenzy Program and provide more relevant programs for specific installations through a pilot program aimed at underserved target markets.

GOALS:

- 1) Develop programs for underserved populations (Single Airmen, Families)
- 2) Establish the next generation of AF Club members
- 3) Reinforce Clubs as a valued Air Force tradition

OBJECTIVE: Develop and execute three (3) market specific programs in 2015: Fight Night, Family Frenzy, and Football Frenzy at CONUS installations only by providing both 100% funding of identified program expenses to pre-selected Tier 1 installations and 50% cost-share funding to pre-selected Tier 2 installations.

TARGET AUDIENCE: Varies per program—Single Airmen and Families.

NEW CLUB FRENZY INITIATIVE

Club Frenzy will provide three distinct programs for club members, potential club members and their families. Programs are scalable to fit multiple venues.

Eligible club members can participate in all three programs with the opportunity to win local and program specific grand prizes. Non-members may pay a nominal fee to participate but are not eligible to win grand prize drawings.

HOW IT WORKS

An installation FSS Flight Chief serves as the liaison and works with the club manager to oversee program execution. The flight chief, in coordination with the club manager, may designate a program manager(s) or other equivalent activity manager as the point of contact (POC) for any of the three programs or a single program. The POC will work with installation activities to identify equipment, entertainment, location, dates and prices for these events.

INSTALLATION TIERS

Club Frenzy is designed to support installations which will benefit the most from additional program support. Each Frenzy program identifies installations in different tiers listed in the appropriate Frenzy section in this guide.

CLUB FRENZY OVERALL PROGRAM TIERS

All three programs have a two tier set up for funding purposes.

Fight Night Frenzy

Tier 1: 26 installations based on R&I status, financial constraints, and high ops tempo

Tier 2: 30 installations based on the installation's ability to support a 50/50 cost share

Family Frenzy

Tier 1: 26 installations based on rural location, financial constraints, family population, or R&I conditions

Tier 2: 26 installations based on the installation's ability to support a 50/50 cost share

Football Frenzy

Tier 1: 26 installations based on R&I status, financial constraints, and high ops tempo

Tier 2: 30 installations based on the installation's ability to support a 50/50 cost share

CLUB FRENZY PRIZES

Each program has a specific grand prize that can only be won by a club member in good standing. Winner(s) will be verified using the Club Works database. All grand prize drawings will be conducted with legal representation at the Air Force Services Activity located in San Antonio, Texas.

Fight Night Frenzy: Grand Prize: Trip for 2 to a live UFC fight in Las Vegas (1 winner + 1 guest)

All entries must be received by AFSVA no later than: Friday, 16 Oct 15

Prize Awarded: Friday, 30 Oct 15

Family Frenzy: Grand Prize: Trip to Disney (1 winner + 3 guests)*

All entries must be received by AFSVA no later than: Friday, 16 Oct 15

Prize Awarded: Friday, 30 Oct 15

* Travel will be to the winner's nearest Disney location

Football Frenzy: Grand Prize: 20 club members, 10 from each region (see Attachment 6) will receive 2 regular season game tickets to an NFL game of their choice for the next season.

All entries must be received by AFSVA no later than: Friday, 29 Jan 16

Prize Awarded: Friday, 19 Feb 16

There will be only 1 (one) winner per installation during the season.

PROGRAM BENEFITS AND OPPORTUNITIES

- Increase foot traffic in clubs
 - Increase customer counts
 - Increase customer participation in club programs
 - Increase perceived value for club members
 - Increase membership
 - Increase sales
 - Provide meaningful programs / develop loyalty
-

FIGHT NIGHT FRENZY



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. 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.

FIGHT DATES

May 23 – #UFC 187

- Light Heavyweight Championship: Jon Jones vs. Anthony "Rumble" Johnson
- Middleweight Championship: Chris Weidman vs. Vitor Belfort

Jun 13 – #UFC 188

- Heavyweight Championship: Cain Velasquez vs. Fabricio Werdum

Jul 11 – #UFC 189

- Featherweight Championship: Jose Aldo vs. Conor McGregor
- Welterweight Championship: Robbie Lawler vs. Rory MacDonald

Aug 01 – #UFC 190

- Female Title Fight: Rousey vs. Correia

Sep 05 - #UFC 191 - TBD

Oct 03 – #UFC 192 - TBD

COST

AFSVA FUNDS THE PPV VENDOR CONTRACT AT THE FOLLOWING RATES:

Tier 1 - 26 installations covered 100%

Tier 2 - 30 installations 50/50 cost share not to exceed \$350 per event

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

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.

RULES OF ENGAGEMENT

AFSVA PROVIDES

- Provide Program Guide
- Provide themed menu ideas and food manufacturer discounts
- Fund identified items:
 - Tier 1 installations at 100%
 - Tier 2 installations at 50% with MAJCOM dollars
- 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
- Award grand prize
- Provide installations with grand prize winners instructions on how to award prize and make announcement

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 and promote event
- 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 \$5-\$7.50
- Encourage new club membership sign up
- Submit member entry forms to **AFSVA by Friday 16 Oct 15**

- Provide after action report to AFSVA
- Award and announce grand prizes (if notified winner(s) are from installation)

FIGHT FRENZY INSTALLATION TIERS

Tier 1 - 26 Installations 100% Funded (Fight Frenzy)

<i>ACC</i>	<i>AETC</i>	<i>AFGSC</i>	<i>AMC</i>	<i>AFMC</i>	<i>AFSOC</i>	<i>AFSPC</i>
Beale	Altus	F.E. Warren	Fairchild	Edwards	Cannon	Vandenberg
Davis Monthan	Columbus	Malmstrom	Grand Forks			
Dyess	Goodfellow	Minot	JB McGuire-Dix			
Ellsworth	Keesler	Whiteman	McConnell			
Holloman	Laughlin					
Moody	Sheppard					
Mountain Home	Vance					
Tyndall						

Tier 2 – 30 Installations 50% Funded by AFSVA (SVI) and 50% Installations (FIGHT FRENZY)

<i>AFMC</i>	<i>AMC</i>	<i>ACC</i>	<i>AETC</i>	<i>AFSPC</i>	<i>PACAF</i>	<i>OTHER</i>
Arnold	JB Charleston	JB Langley	JBSA	Los Angeles	Eielson	USAF A
Eglin	Dover	Nellis	Luke	Patrick	JBER	JB Andrews
Hanscom	Little Rock	Offutt	Maxwell	Peterson		
Hill	MacDill	Shaw				
Kirtland	Scott					
Robins	Travis			<i>AFSOC</i>	<i>AFGSC</i>	
Tinker				Hurlburt Field	Barksdale	
WPatterson						

FIGHT FRENZY AND FOOTBALL FRENZY MENU SUGGESTIONS

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

Special products and pricing: See Attachment 7 for a listing of participating vendors and product lines. Our vendors are providing discounts based on cases ordered from across the Air Force. Contact Karen.Drake@us.af.mil or Weldon.Remmers@us.af.mil for the most up-to-date pricing available before you order through the NAF Prime Vendor.

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

FAMILY FRENZY



PROGRAM DESCRIPTION

Enhance and promote club membership by providing themed evenings with entertainment and dinner. The family program is held during the summer months and targeted to families. The objective of this program is to meet the current needs of today's Airmen and their families by providing a higher level of entertainment for their morale and enjoyment. The local FSS team will select and schedule local entertainment for each event. Entertainment does not necessarily have to be themed to match the event. For example, magician, bug/reptile display, dinosaur bone display discussion, balloon-tying, and so on are all appropriate.

Monthly Themes:

May: Hollywood Nights

June: All-American

July: Take Me Out To the Ballgame

Aug: Dog Days of Summer

Sep: Back-to-School

PROGRAM DATES

Event dates – May, Jun, Jul, Aug, and Sep 2015

Execute event on Wednesday or Thursday

(exceptions approved by AFSVA)

HINT: Consistency is key. Select a day and week then promote accordingly. Example:

Join us for family night every 2nd Wednesday in the May through Sept

COSTS

AFSVA reimburse entertainment cost up to \$300 per event and up to \$50 for FSS gift cards

Tier 1 - \$1750 per installation (26) for five events per installation (\$350 x 5) *

Tier 2 - \$875 per installation (26) for five events per installation (\$175 x 5) *

ADDITIONAL AFSVA FUNDING: Grand Prize trip to Disney** for 1 member and 3 guests

* No additional costs/expenses will be reimbursed

** Travel will be to the winner's nearest Disney location

INSTALLATION REIMBURSEMENT PROCEDURES

Installations may receive reimbursement for entertainment cost (e.g. magicians, face painters, balloon sculptures) up to \$300 and up to \$50 for FSS gift cards giveaways per event not to exceed the amount authorized per installation's specified "Tier." All reimbursable expenses incurred must be recorded in GLAC 1140000, NAFI Receivable to set up the accounts receivable. Report the FSS gift card giveaway on AF Form 1876, NAF Consolidated Cost Center Report, as a debit to GLAC 1140000, NAFI Receivable and a credit to GLAC 2490075, Other Payables-AF Gift Card (AF and all Bases). Ensure to include a note on the AF1876 that the FSS gift card payout is for the Family Frenzy event.

To receive reimbursement, installations must provide receipts, invoices, and other documents supporting the expenses incurred. Maintain a copy of the supporting documentation at the local office of record (NAF AO). Complete Attachment 1 and the expenditure report and submit with all of the supporting documentation to Ms. Sally Truhitte, AFSVA/SVO, sally.truhitte@us.af.mil. After review and verification of installation's submission, AFSVA/SVO will process a cash transfer (CT) through NAFDIS. The reimbursement CT will be processed to the base MWRF and record the cash transfer to the balance sheet (0000) in 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.

RULES OF ENGAGEMENT

AFSVA PROVIDES

- Provide Program Guide
- Provide themed menu ideas, recipes, and food manufacturer discounts
- Reimburse Entertainment (max \$300/event) and FSS Gift cards (max \$50 per event)
- Fund Tier 1 installations at 100%
- Tier 2 installations at 50% with MAJCOM dollars
- 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
- Award grand prize

- Provide installations with grand prize winners instructions on how to award prize and make announcement

INSTALLATION RESPONSIBILITIES

- Club Managers or their POC(s) are responsible to report customer count (child and adult), new members, food & beverage sales for each event and track the installation's participation, costs and reimbursements
- Execute event on Wednesday or Thursday night – local option (exceptions approved by AFSVA)
- Secure and schedule appropriate entertainment
- Collaborate w/FSS activities/community partners
- Schedule and promote event
- Utilize themed menu ideas, recipes, and food manufacturer discounts
- Maximize local giveaways/commercial sponsorship
- Offer preferred seating reservations to club members
- Encourage new club membership sign ups at event
- Submit member entry forms to **AFSVA by Friday, 16 Oct 15**
- Provide after action report to AFSVA
- Award and announce grand prizes (if notified winner(s) are from installation)

MONTHLY THEMES

Family Night Frenzy food needs to be tailored to both parents and children, alike. To maximize program benefits, use food items from the participating manufacturers offering rebates on their products.

Special products and pricing: See Attachment 7 for a listing of participating vendors and product lines. Our vendors are providing discounts based on cases ordered from across the Air Force. Contact Karen.Drake@us.af.mil or Weldon.Remmers@us.af.mil for the most up-to-date pricing available before you order through the NAF Prime Vendor.

MAY: HOLLYWOOD NIGHTS:

Theme Ideas: Show a movie or multiple movies in various club rooms; have a celebrity look-a-like contest. Any movie-related theme works.

Recommended Menu: Pasta (penne or spaghetti) w/meat and marinara sauce, garlic bread, baked ziti, salad, sliced cantaloupe, honeydew fruit, popcorn station with assorted toppings.

Entertainment Possibilities: Offer entertainment that coordinates with the theme such as movies in two areas of the club for different age groups. Ex: Jurassic Park in one room and "Land before Time" in the other. Add a dinosaur bone or reptile display from a local provider.

JUNE: ALL AMERICAN

Theme Ideas: BBQ or regional food concepts fit well with this theme. Consider a hot dog, pie, or watermelon eating contest

Recommended Menu: Oven baked fried chicken, baked beans, potato salad, chips, watermelon wedges, and apple pie w/ice cream

Entertainment Possibilities: Indoor or Outdoor yard games for adults and kids: ring toss, washers, bag toss, etc. are all perfect choices for this Summer Kickoff event

JULY: TAKE ME OUT TO THE BALLGAME

Theme Ideas: Show a baseball related movie such as The Sandlot, encourage everyone to wear a baseball jersey, have a Take me Out to the Ballgame singing contest. Show the local game on TV during the event.

Recommended Menu: Serve classic baseball park food: regional style hot dogs (NY, Chicago, Fenway Franks) hamburgers and condiments, chips, coleslaw, peanuts, snow cones, cracker jacks, popcorn with assorted toppings. Almost anything works...have fun with it.

Entertainment Possibilities: Anything that keeps the families entertained. Consider a magician, balloon-tying, video game-truck, or baseball skills games (knock over cans w/baseball, outdoors of course).

AUGUST: DOG DAYS OF SUMMER:

Theme Ideas: Show movies about...what else, DOGS!

Recommended Menu: BBQ chicken, sausage links, (bread slices, sliced onions, pickles) baked beans, potato salad, assorted popsicles, push-ups.

Entertainment Possibilities: Have people bring in pictures of their dogs and give a prize for the most photogenic dog. As with the other programs, the entertainment doesn't have to match the theme (no dog fights!). Find something that keeps everyone engaged and having fun.

SEPTEMBER: BACK TO SCHOOL

Theme Ideas: Back to school Luau! Hawaiian theme with lei's as customers enter, tiki torches, Surfboard/kayak photo booth, Hula dance contests, tacky tourist outfit contests, bouncy castles, movies (Lilo & Stitch; Elvis Presley - Blue Hawaii), TV Episodes (Hawaii 5-0; Gilligan's Island)

Recommended Menu: Kahlua pork roast, fried cod fillets, steamed rice, stir fry veggies, banana bread sliced/grilled pineapple, ice cream, tropical drinks for adults.

Entertainment Possibilities: Partner with FSS activities and community partners to host this back to school extravaganza. (Top 3/CGOC/EWC/OWC/etc.). Coordinate with base agencies for ID-a-kid, McGruff. Bouncy Castles, Velcro walls, Dance-Dance Revolution, and Wii gaming.

FAMILY FRENZY INSTALLATION TIERS

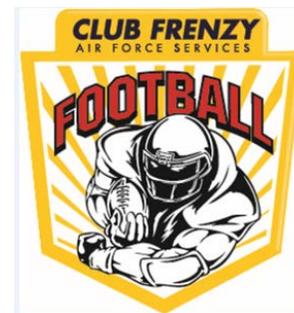
Tier 1 – 26 Installations 100% Funded (Family Frenzy)

<i>ACC</i>	<i>AETC</i>	<i>AFGSC</i>	<i>AMC</i>	<i>AFMC</i>	<i>AFSOC</i>
Beale	Altus	F.E.Warren	JB McGuire	Edwards	Cannon
Davis Monthan	Columbus	Malmstrom	Grand Forks	Kirtland	
Dyess	Goodfellow	Minot	Travis	Robins	
Ellsworth	Keesler	Whiteman			
Holloman	Laughlin			<i>AFSPC</i>	
Offutt	Vance			Vandenberg	
Mountain Home					
Tyndall					

Tier 2 - 26 Installations 50% Funded by AFSVA (SVI) and 50% Installations (FAMILY FRENZY)

<i>AFMC</i>	<i>AMC</i>	<i>ACC</i>	<i>AETC</i>	<i>AFSPC</i>	<i>AFDW</i>
Arnold	Dover	JB Langley	JBSA	Los Angeles	JB Andrews
Eglin	JB Charleston	Nellis	Luke	Patrick	
Hanscom	Little Rock	Moody	Maxwell	Peterson	
Hill	MacDill	Shaw	Sheppard		
Tinker	McConnell			<i>AFSOC</i>	<i>AFGSC</i>
Wright-Patterson	Scott			Hurlburt Field	Barksdale

FOOTBALL FRENZY



PROGRAM DESCRIPTION

Increase program participation and value of clubs through programming for the 2015 NFL football season targeting 19-25 year old Airmen. The NFL on CBS and NFL Network are the preferred venue (there are 14 Thursday night games - 8 on CBS and 6 on NFL Network).

PROGRAM DATES

Thursdays during football season starting in September 2015, ending in January 2016

COST

AFSVA FUNDS:

Tier 1 - 26 Installations - \$50.00 per installation per week – up to \$700 for FSS gift cards*

Tier 2 - 30 Installations - \$50.00 per installation – up to \$350 for FSS gift cards*

* No additional costs/expenses will be reimbursed to the installation

ADDITIONAL AFSVA FUNDING: Grand Prize 10 Installations from Region 1 to 2 (East and West) will receive tickets. Therefore, 20 club members, 10 from each region will receive 2 regular season game tickets to an NFL game of their choice for the next season. For a list of regions see Attachment 6.

INSTALLATION REIMBURSEMENT PROCEDURES

Installations may receive reimbursement for FSS gift cards awarded during the event not to exceed the amount authorized per installation's specified "Tier." Report the FSS gift card giveaway on AF Form 1876, NAF Consolidated Cost Center Report, as a debit to GLAC 1140000, NAFI Receivable and a credit to GLAC 2490075, Other Payables-AF Gift Card (AF and all Bases). Ensure to include a note on the AF1876 that the FSS gift card payout is for the Football Frenzy event.

To receive reimbursement, installations must provide receipt documentation in attachment 2. Submit attachment 2 with an expenditure report (attachment 1) form to Ms. Sally Truhitte, AFSVA/SVO, sally.truhitte@us.af.mil. Maintain a copy of the documents at the local office of record (NAF AO). After review

and verification of installation's submission, AFSVA/SVO will process a cash transfer (CT) through NAFDIS. The reimbursement CT will be processed to the base MWRF and record the cash transfer to the balance sheet (0000) in 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.

RULES OF ENGAGEMENT

AFSVA PROVIDES

- Provide Program Guide
- Provide themed menu ideas, recipes, and food manufacturer discounts
- Funds 26 Installations and 50% cost-share with an additional 30 installations
- 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
- Review, approve reimbursement requests and installation allocation
- Develop, deploy and compile after action reports
- Award grand prizes
- Provide installations with grand prize winners instructions on how to award prize and make announcement

INSTALLATION RESPONSIBILITIES

- Club Managers or their POC(s) are responsible to report customer count, new members, and food & beverage sales for each event and track the installation's participation, costs and reimbursements (if eligible).
- Execute event on date(s) provided (Thursday)
- Schedule/Promote events shown on the NFL Network or CBS
- Utilize "Football Tailgate" themed menu, recipes, and food manufacturer discounts
- Maximize local giveaways/commercial sponsorship
- Offer preferred seating reservations to club members
- Suggestion: Cross marketing – win preferred seating with lunch receipt drawing
- Encourage new club membership sign up
- Collects signed forms for FSS gift card winners (Attachment 2)
- Submit prize entry forms to **AFSVA by Friday, 29 Jan 16**
- Provide after action report to AFSVA
- Award and announce grand prizes (if notified winner(s) are from installation)

FOOTBALL FRENZY MENU SUGGESTIONS

“Football Tailgate” (the same as Fight Night menu) food options should be easily prepared food with ingredients that facilities have in stock or are readily available through the Prime Vendor using the rebate program. This is not full blown sit down meal, but more hand-held foods or bar foods.

Special products and pricing: See Attachment 8 for a listing of participating vendors and product lines. Our vendors are providing discounts based on cases ordered from across the Air Force. Contact Karen.Drake@us.af.mil or Weldon.Remmers@us.af.mil for the most up-to-date pricing available before you order through the NAF Prime Vendor.

<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

FOOTBALL FRENZY INSTALLATION TIERS

Tier 1 - 26 Installations 100% Funded (Football Frenzy)

<i>ACC</i>	<i>AETC</i>	<i>AFGSC</i>	<i>AMC</i>	<i>AFMC</i>	<i>AFSOC</i>	<i>AFSPC</i>
Beale	Altus	F.E. Warren	Fairchild	Edwards	Cannon	Vanderberg
Davis Monthan	Columbus	Malmstrom	Grand Forks			
Dyess	Goodfellow	Minot	JB McGuire-Dix			
Ellsworth	Keesler	Whiteman	McConnell			
Holloman	Laughlin					
Moody	Sheppard					
Mountain Home	Vance					
Tyndall						

Tier 2 – 30 Installations 50% Funded by AFSVA (SVI) and 50% Installations (FOOTBALL FRENZY)

<i>AFMC</i>	<i>AMC</i>	<i>ACC</i>	<i>AETC</i>	<i>AFSPC</i>	<i>PACAF</i>	<i>OTHER</i>
Arnold	JB Charleston	JB Langley	JBSA	Los Angeles	Eielson	USAFA
Eglin	Dover	Nellis	Luke	Patrick	JBER	JB Andrews
Hanscom	Little Rock	Offutt	Maxwell	Peterson		
Hill	MacDill	Shaw				
Kirtland	Scott					
Robins	Travis			<i>AFSOC</i>	<i>AFGSC</i>	
Tinker				Hurlburt Field	Barksdale	
Wright-Patterson						



PROGRAM POC INFORMATION

POC Sally Truhitte

Phone 210-395-7750 (DSN 969-7750)

Email sally.truhitte@us.af.mil

Mailing Address:

AFSVA/SVOF

2261 Hughes Avenue Suite #156

JBSA Lackland, Texas 78236-9854

Physical Address: (FED EX)

AFSVA/SVOF

3515 S General McMullen

San Antonio, Texas 78226

Alternate Contact: William.Spencer.2@us.af.mil

SUPPORTING INFORMATION: PROGRAM REPORTING TOOLS

Each installation will receive a spreadsheet to report data on each event/program.

Items to be collected and subsequently reported include: food and beverage sales; customer counts of both members vs. non-members; new membership applications collected; non-member fees collected.

AFSVA will provide the appropriate link to respond to requested information. This data is separate from the reimbursement requests or winner receipts identified in the attachments.

ATTACHMENT 1: FAMILY NIGHT REIMBURSEMENT

All information is required for installation Family Night reimbursement.

Installations must submit receipts and attachment 1 spreadsheet to receive reimbursement.

Reimbursement is available up to \$1,750 per installation for Tier 1 for all 5 events. (100%)

Tier 2 Installations are reimbursed up to \$875 (50%)

- o No additional items will be reimbursed

Please submit report with copies of receipt upon completion of program events.

This is an example of Attachment 1 (use the separate spreadsheet titled Attachment 1)

List Program

MAJCOM:

Installation: Purpose: _____

As of:

Activity/Cost Center	Date	Item	GLAC	Contract #	Vendor Name	Date receive	Amt paid	Date paid

Submitter: _____

Activity Manager/Designee

I certify that all transactions entered are valid and accurately recorded in the general ledger. Complete documentation is on file in the office of record.

Approved by: _____

Resource Manager/Designee Certification

ATTACHMENT 2: FOOTBALL NIGHT REIMBURSEMENT

All information is required for Football Frenzy reimbursement.

This form is the used as documentation for reimbursement.

PRINT FORM BELOW, REQUEST WINNER SIGNATURE, ENTER REQUIRED DATA, SCAN AND EMAIL TO PROGRAM POC.

Installation	
Facility name and address	
Name of prize winner(s)	
Signature of winner (s)	
Dollar amount of winner prize	
Complete name and phone number of individual submitting reimbursement request	
FSS Gift Card Number	
Security Code on back of FSS Gift Card	
Complete name and phone number of individual submitting reimbursement request	

ATTACHMENT 3: MANAGERS PROGRAM NOTES AND AFTER ACTION REPORT

Questions for Club Managers	Yes	No	How Much/Many	Additional Comment
1. Has the Club Frenzy program had a positive impact on the club?				
2. Has member traffic increased during Football Frenzy events?				
3. If yes, what is the average member traffic/participation increase during the Club				
4. Are the materials (Implementation Guide, promotional materials, etc...) provided adequate in running the program?				
5. Has the program increased your total food/beverage sales?				
6. If yes, how many new members has the program recruited for the club?				
7. On a scale of 1-10, how valuable is the program to your operation?				

Please provide your managers notes and after action report to AFSVA POC listed on page 18
 Supporting Information

ATTACHMENT 4: MARKETING MATERIALS

COLLATERAL PIECES AVAILABLE FOR DOWNLOAD:

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

LIST OF AVAILABLE COLLATERAL FOR EACH PROGRAM:

Customizable: Each piece offers areas or spaces designed for customization to specific event details such as date, time, admission cost, etc. All files can be interchanged for print to digital and vice versa. Includes guidelines with instructions on how collateral can be used.

Available Sizes

- Letter Size: 8.5 x 11 jpg and pdf– use for posters, flyers and other print media
 - Tabloid: 11 x 17 jpg and pdf – use for posters, flyers and other print media
 - Social Media Image–Facebook, Instagram Guide and Posts (Atch 5)
 - Digital Image – Adaptable for HD display monitors, Janus, Qubica and web/social media
-

FIGHT NIGHT FRENZY SPECIFIC MARKETING DETAILS

- Fight Night Frenzy features a different live UFC event broadcast once a month beginning with fight #187
 - UFC artwork will change with each corresponding fight
 - Collateral pieces will be made available on Download Central as soon as fight posters for each UFC fight are released from the promoter
-

FAMILY FRENZY SPECIFIC MARKETING DETAILS

Collateral for Family Frenzy is being developed to represent each monthly themed event with blank areas intended for customization

FOOTBALL FRENZY SPECIFIC MARKETING DETAILS

One general design has been created for the overall Football Frenzy program for customization

OVERALL FRENZY MENU MARKETING

In order to provide a cohesive “look” to all Frenzy marketing materials, McCain Foods provides a resource to highlight special menus

- McCain offers a FREE online tool to help marketing staff or activity managers produce promotional materials advertising themed food items quickly and easily with pre-built templates for menus, table tents, posters and more
 - In order to take advantage of the free service, your menu list(s) MUST contain at least one McCain food item
 - Templates can be used by marketing staff or activity managers alike, with limited risk of errors
 - The tool allows for a certain amount of local customization, including the ability to use your own logos
 - Available via www.customizerlive.com
 - Detailed instructions on how to access and use the tool are available at www.usafservices.com > [Managers](#) > [Marketing](#) > [Download](#) Central
-

ATTACHMENT 5: SAMPLE PRESS RELEASE

SAMPLE PRESS RELEASE

Air Force Clubs throughout the United States offer club members who participate in the Club Frenzy promotion chances to win a grand prize trip to a UFC event, a trip to Disney or tickets to an NFL regular season football game. Members only need to attend an event at their local club and fill out an entry form to be registered to win.

Club Frenzy events include programs for Ultimate Fighting Championships (UFC), Family Frenzy, and Thursday Night Football.

“Club Frenzy is a member rewards program,” said Mr. Bill Spencer, Chief (Acting) Air Force Food & Beverage Division. “There are many reasons to be a club member and an opportunity like this is just one of them.”

In addition to the grand prizes offered, clubs offer entertainment, food and beverage discounts, specials and local prize giveaways during Club Frenzy events.

The promotion runs concurrently with the UFC fight schedule starting in May and running through October. Family Frenzy is promoted during the summer months and the football season starts in September and continues through January.

For more information, call the club at *insert local number here*. For program information check out MyAirForceLife.com/clubs.

ATTACHMENT 6: SOCIAL MEDIA

Maximize Club Frenzy Events Using Social Media

The Club 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 a plethora of demographics. Being creative and inventive to reach our Airmen and their families is paramount if we want full participation, so feel free to use some or all of the ideas below, or brainstorm to tailor to your venue. 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!

FIGHT NIGHT FRENZY SOCIAL MEDIA OVERVIEW

1 month prior, (30 days out) announce event

- Emphasize the UFC title fight trip to Las Vegas
- Highlight food/drink specials
- Include: #AFClubFrenzy @MyAirForceLife

2 weeks prior (14 days out)

- Create a “Like” post to encourage engagement for event
- Share event on pertinent fb pages (particular base pages hosting fight)
- Include: #AFClubFrenzy @MyAirForceLife

1 week prior (7 days out)

- Create “Tag” post (e.g., Tag the person you would take with you, if you win the trip to Vegas)
- Include: #AFClubFrenzy @MyAirForceLife

1 day prior (Day before)

- “Who do you predict will be the card winners? Put your winning choices below”
- Include: #AFClubFrenzy @MyAirForceLife

Suggested messaging for Facebook and Twitter posts along with appropriate photos for each event will be available on [usafservices.com](https://www.usafservices.com) in the Marketing Download Central Section – One month prior to the event.

Day of

- Create picture post; have patrons upload photo of themselves at the Club watching the fight
- Include: #AFClubFrenzy @MyAirForceLife

Hot Wash (day after)

- “Were you surprised by any of the outcomes last night?”
- Include: #AFClubFrenzy @MyAirForceLife

FAMILY FRENZY SOCIAL MEDIA OVERVIEW
3 weeks prior

- Announce the event, detailed info and theme
- Highlight the Disney trip & take aways
- Include: #AFClubFrenzy @MyAirForceLife

2 weeks prior

- Reminder post, “Like this post if you would love to win a trip to Disney”
- Include: #AFClubFrenzy @MyAirForceLife

1 week prior

- Create a “Share” post, theme specific:
 (“Share this post if you are ready for some glitz and glamour next week”)
 ○ Include: #AFClubFrenzy @MyAirForceLife

Day of

- Create a “Scavenger Hunt” post based on the monthly theme.
- (Have fans upload photos eating themed foods, holding giveaways, next to entertainment piece)
- Include: #AFClubFrenzy @MyAirForceLife

Hot Wash (day after)

- “What was your favorite part of the evening? Share your experience here”
 - Include: #AFClubFrenzy @MyAirForceLife
-

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.

FOOTBALL FRENZY SOCIAL MEDIA OVERVIEW

3-5 days prior

- Announce the game details
- Highlight Free NFL game tickets and food/drink specials
- Include: #AFClubFrenzy @MyAirForceLife
- Create a “Tag” post
(“Who would you take with you if you won tickets to an NFL football game?”)

Day of

- Have fans pick their winning team (football pool=\$50 prize)
 - Upload photos wearing a team jersey
 - Have fans do a point spread
 - Include: #AFClubFrenzy @MyAirForceLife
 - (Games are weekly so you don’t want to do too many posts about 1 specific game.)
 - (Stagger posts on different days of the week and different times of day to ensure you hit a wide variety of fans on page)
-

ATTACHMENT 7: NFL FOOTBALL REGIONS FOR PRIZE TICKETS

Prizes: 10 tickets from each region will be awarded to an NFL game of choice for the NFL 2016 season.

Region 1 East	Region 1 East	Region 2 West	Region 2 West	Region 2 West
Altus	Grand Forks	USAFA	Laughlin	Shaw
Beale	Hanscom	Arnold	Los Angeles	Tinker
Cannon	Keesler	Barksdale	Little Rock	Travis
Columbus	McConnell	Dover	Luke	Wright Patterson
Davis-Monthan	Minot	Eglin	MacDill	
Dyess	Moody	Hill	Malmstrom	
Edwards	Mountain Home	Holloman	Maxwell	
Ellsworth	Sheppard	Hurlburt Field	Nellis	
Fairchild	Tyndall	JB Andrews	Offutt	
F.E. Warren	Vance	JB Charleston	Patrick	
Goodfellow	Vandenberg	JB Langley	Peterson	
JB McGuire-Dix	Whiteman	JBSA	Robins	
JBER	Eielson	Kirtland	Scott	

ATTACHMENT 8: FOOD MANUFACTURER DISCOUNT

Food Manufacturer	Brand	Item Descriptor	Mfg #	Pack Size
Rose Packing	Rose	Beer Brat Slider (fully cooked) 1.6 oz	860504	1/10 lb
Rose Packing	Rose	Kielbasa Polish Slider (fully cooked) 1.6 oz	860480	1/10 lb
Rose Packing	Rose	Italian Slider (fully cooked) 1.6 oz	860412	1/10 lb
Rose Packing	Rose	Meatball (all beef) 1 inch fully cooked 1/2 oz	761608	1/10 lb
Rose Packing	Rose	Shredded Pork With Sauce (BBQ)	630716	4/2.5 lb
Rose Packing	Rose	Shredded Pork without Sauce	630715	4/2.5 lb
Rose Packing	Rose	Guinness Beer Brats skins (fully cooked) 5x1 3.2oz	860459	1/10 lb
Rich Products	Rich	16" Oven Rising Fresh N Ready	3604	20/29.5 oz
Rich Products	Rich	7" Oven Rising Fresh N Ready	7386	72/6.6 oz
Rich Products	Rich	Traditional Meatballs - 0.5 oz	50016	2/5 lb
McCain	McCain/Brew City	Black & Tan Onion Rings	70010677	6/2 lb
McCain	McCain/Brew City	Brew City Thick Onion Rings 5/8"	70010011	6/2.5 lb
McCain	McCain/Brew City	Brew City Thin Onion Rings 3/8"	70010010	6/2.5 lb
McCain	McCain/Brew City	Beer Battered French Fries Skin-on Maxi Cut (1/4" x 1/2") E-Tra Long and Fancy	BCI00256	6/5 lb
McCain	McCain/Anchor	Appetizer 3-1/4" Italian Breaded Mozzarella Cheese Stick	50010107	6/4 Lb
McCain	McCain/Anchor	Appetizer 2-3/4" Battered Mozzarella Cheese Stick	50010109	6/2.5 Lb
McCain	McCain/Brew City	Wide Mouth Fries Waffle Cub	BCI195	6/4.5 lb
McCain	McCain	Potato Skin Shells Precooked	MCX03602	4/4 lb
McCain	Sweet Classics	Chocolate Brownie Bites	15010522	2/4 lb
McCain	Sweet Classics	Banana Foster Cheesecake Bites	15010521	2/4 lb
Advance Pierre	SmartServe	Grilled Chicken Breast (FC) Slider with buns	30711	72/2.42 oz
Advance Pierre	Tasty Fillet	Lightly Breaded Chicken Breast (FC) Slider w/buns	32715	72/2.50 oz
Advance Pierre	Tenderbroil	Flamebroiled Beef Steak Burger (FC) Slider w/buns	10712	72/2.50 oz
Advance Pierre	Steak*Eze	Breakaway Sirloin Beef Steak FZN 4 oz	1140-001	48/4 oz
Tyson		Chicken Breast (fully cooked) 5 oz		
Tyson		Chicken Tenders		
Tyson		Pizza		
Tyson		Bacon		
Tyson		Wings		
Trident	Pubhouse	Pubhouse Battered Cod 3-4 Oz	435706	1/10 lb
Trident	Trident	2.5 - 3.5 oz Panko Breaded Cod Fillet	413897	1/10 LB

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