



**FOOTBALL FRENZY
PROGRAM GUIDE**

17 September 2015 – 19 February 2016

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2015 Club Frenzy – Football Frenzy

Overview

AFSVA/CC redirected the 2015 Football Frenzy funding toward a pilot program called Club Frenzy. Club Frenzy is designed to focus on three new programs; Family Frenzy, UFC Fight Nights, and Football Frenzy. The Football Frenzy program is aimed toward an underserved target market: increasing participation and value of clubs through programming that target 19-25-year-old Airmen. However, your base demographics and operational capabilities will dictate to what extent you can expand the program, i.e. families and retiree markets are welcome to participate.

Concept

The 2015/2016 Football Frenzy Program will focus on Thursday games during regular NFL football season starting on 17 September 2015 and ending on 7 February 2016 with the Super Bowl Sunday. The NFL on CBS and NFL Network are the preferred venue for the 14 official Thursday night games and the Super Bowl (8 on CBS and 6 on NFL Network). There are also four additional games: Two “Thursday Night” games aired on a Saturday, an opening game on 10 September and the Thanksgiving game branded as a Sunday Night game. All games listed (except the four additional) will count towards your Thursday Night Football Frenzy participation however, they can be used to enhance your program at a local level (see **2015 NFL Thursday Night Football Schedule***).

Club members will have a chance to enter and win tickets to a 2016 NFL season game, FSS gift cards, and additional locally obtained prizes.

Prizes associated with the installations that self-identified, as not participating (per a previous AFSVA data call and subsequent email correspondence) will be reallocated to participating installations. This enables AFSVA to thank those that are participating for their continued support and dedication to our AF club members and their families. Members assigned to the participating installation will thus have an increased opportunity to win.

Location Tiers:

Participating locations that are eligible for FSS gift card reimbursement are categorized as Tier 1 & 2. OCONUS and participating Tier 1 & 2 club members are eligible to enter & win 2016 NFL game tickets

Goals And Objectives

- » Enhance AF Club specific programs
- » Offer programming to meet current needs of Airmen and Families
- » Increase customer participation in club programs

- » Increase perceived value for club members (tradition/heritage)
- » Increase membership
- » Reinforce the Club Brand –generate traffic which can establish relationships leading to loyalty
- » Maximize communication AF-wide

Rules of Engagement

AFSVA will:

- » Fund 52 tickets (26 members and their guest) within the Tier 1, 2 & OCONUS locations
 - Tier 1 (10 pairs), Tier 2 (10 pairs), OCONUS (PACAF 3 pairs, USAFE 3 pairs)
 - Winners will be drawn by AFSVA
 - All tickets awarded are for the 2016 NFL Season
- » Provide no purchase necessary online entry
 - Available from 1900 Thursday to 1900 Friday, eastern standard time only
 - Data from online and POP will be merged and winner randomly selected
- » Reimburse Tier 1 locations FSS gift cards
 - Tier 1 – up to \$50.00ea per week –a maximum of \$700 total in FSS gift cards
- » Reimburse 50% of the Tier 2 location FSS gift cards
 - Tier 2– up to \$50.00ea per week –a maximum of \$350 total in FSS gift cards
- » Not reimburse additional costs/expenses to the installation
- » Not fund installations not identified in Tier 1 & 2. These locations may implement Football Frenzy type event but are ineligible to participate in the pilot program.
- » Provide themed menu ideas, recipes, and suggested food manufacturers
- » Provide branded marketing promotional/advertising materials on www.usafservices.com>Managers>Marketing>Download Central section provide
- » Provide electronic after-action template for installation reporting
 - The AFSVA Clubs Programming Reporting tool
(<https://org1.eis.af.mil/sites/100002/Pages/afclubsprogrammingreporting.aspx>)
- » Provide installations with grand prize winners names and instructions on how to award prize and make announcement (only one winner per location)
- » Update website content not less than once a week
- » Send email to key personnel weekly (FSS Marketing/Activity Managers)
- » Update social media no less than twice a week

Installation (Club Manager) will:

- » Assign program POC
- » Report customer count, new members, food & beverage sales for each event. Track participation, costs reimbursements (if eligible), and provide electronic after action report (AAR) using the AFSVA Clubs Programming Reporting tool
(<https://org1.eis.af.mil/sites/100002/Pages/afclubsprogrammingreporting.aspx>)
- » Execute event on date(s) provided (Thursday)
 - Installations may offer the program on Sunday and Monday night games, however, these games do not count towards prize eligibility

- » Schedule/promote events shown on the NFL Network or CBS
- » Utilize “Football Tailgate” themed menu, recipes, and food manufacturer discounts listed in Club Frenzy guide
- » Maximize local giveaways/commercial sponsorship/cross marketing
- » Collects signed forms for FSS gift card winners

2015 NFL Thursday Night Football Schedule

Football Frenzy is hosted at the club on Thursdays during the 2015 NFL Football Season. The first official Football Frenzy 2015 NFL game is Denver at Kansas City on Thursday, 17 Sep 15 (8:30pm ET, NBC), however clubs may elect to host an event on 10 Sep 15.

2015 NFL Thursday Night Football Schedule

- » **Thursday, Sep. 10** Pittsburgh at New England – 8:30pm ET, NBC*
- » **Thursday, Sep. 17 (Week 1)** Denver at Kansas City – 8:25pm ET, CBS/NFLN
- » **Thursday, Sep. 24 (Week 2)** Washington at NY Giants – 8:25pm ET, CBS/NFLN
- » **Thursday, Oct. 1 (Week 3)** Baltimore at Pittsburgh – 8:25pm ET, CBS/NFLN
- » **Thursday, Oct. 8 (Week 4)** Indianapolis at Houston – 8:25pm ET, CBS/NFLN
- » **Thursday, Oct. 15 (Week 5)** Atlanta at New Orleans – 8:25pm ET, CBS/NFLN
- » **Thursday, Oct. 22 (Week 6)** Seattle at San Francisco – 8:25pm ET, CBS/NFLN
- » **Thursday, Oct. 29 (Week 7)** Miami at New England – 8:25pm ET, CBS/NFLN
- » **Thursday, Nov. 5 (Week 8)** Cleveland at Cincinnati – 8:25pm ET, NFLN
- » **Thursday, Nov. 12 (Week 9)** Buffalo at NY Jets – 8:25pm ET, NFLN
- » **Thursday, Nov. 19 (Week 10)** Tennessee at Jacksonville – 8:25pm ET, NFLN
- » **Thursday, Nov. 26** Chicago at Green Bay – 8:30pm ET, NBC*
- » **Thursday, Dec. 3 (Week 11)** Green Bay at Detroit – 8:25pm ET, CBS/NFLN
- » **Thursday, Dec. 10 (Week 12)** Minnesota at Arizona – 8:25pm ET, NFLN
- » **Thursday, Dec. 17 (Week 13)** Tampa Bay at St. Louis – 8:25pm ET, NFLN
- » **Saturday, Dec. 19** NY Jets at Dallas – 8:25pm ET, NFLN*
- » **Thursday, Dec. 24 (Week 14)** San Diego at Oakland – 8:25pm ET, NFLN
- » **Saturday, Dec. 26** Washington at Philadelphia – 8:25pm ET, NFLN*
- » **Sunday, Feb. 7 (Week 15)** (Super Bowl Sunday) Santa Clara, California - CBS

Marketing

Advertising

3-5 days prior

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

Day of

- » 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 a specific game.
 - Stagger posts on different days of the week and different times of day to ensure you hit.

Promotional/advertising materials will be available for download on www.usafservices.com>Managers>Marketing>Download Central section provide

Questions concerning this program should be emailed directly to: Ms. Charissa Jarrett, AFSVA/SVO, charissa.jarrett@us.af.mil. Alternatively, if you wish to call during duty hours (0800-1700) Monday thru Friday, CST please call Comm: 210-395-7768 or DSN 969-7768.

Drawing Procedures

Potential winners, and 2 alternates for each, will be selected randomly by a computer generated list on 19 Feb 16. Winners will be announced on 26 Feb 16 after validation of membership and prize acceptance. The odds of being selected depend on the number of entries at POP and via online entry.

If the potential winner does not respond and claim their prize within 30 days after receiving verification, AFSVA will contact the next alternate potential winner.

Vouchers are limited to a maximum redemption value of \$250.00 ea and must be redeemed by the winner. Vouchers can be redeemed upon publication of the official NFL schedule for 2016 season.

Redemption must take place by 30 Oct 16. Tickets are based on availability. Members will be able to select their tickets up to the \$250.00 value. Any remaining value cannot be redeemed, transferred, and or sold by the winner.

Eligibility

- » FSS gift card and NFL ticket 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.
- » 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.
- » Installations will verify club membership status immediately after the drawing and formally award the gift card.
- » Prizes are not transferable and substitutions are not permitted.

The following categories of personnel are NOT ELIGIBLE:

1. **HQ USAF:** Secretary of the Air Force, AF Chief of Staff; Vice Chief of Staff; Chief Master Sergeant of AF; Deputy Chief and Assistant Deputy of Staff for Manpower, Personnel and Services; Director and Deputy of Air Force Services; AF Services Career Field Manager; AF Services Operations Chief; AF Services Operation Club Program Manager; their spouses and immediate family members.
2. **Air Force Services Activities (AFSVA):** Director, Deputy Director, Chief Enlisted Manager, Operations Director, Deputy Director of Operations, Marketing Director, AF Food & Beverage personnel and their spouses and immediate family members.
3. **Installation Level:** Installation Commanders, their Vice Commanders, Command Chiefs & spouses & immediate family members. Base/Mission Support Commanders, their Deputies, spouses, immediate family members, Force Support Squadron (FSS) Commanders/Directors, FSS Deputies, FSS First Sergeants, FSS Flight Chiefs, Club managers, staffs, FSS marketing staff, spouses, immediate family.
4. **At all levels:** Anyone who can submit membership applications via Club Works or is engaged in the development and implementation or direct execution of membership initiatives.
5. **Honorary members:** Leaders in the local community designated by the local installation commander.

Winner Notification:

- » Privacy Act Statement and Prize Acceptance Form
- » Develop basic messaging and background for installation leadership
- » Provide installation with appropriate level notification

The FSS gift cards will be reimbursed as follows:

1. Tier 1 (26 installations) \$50 each per week, up to \$700 total Tier 2 (30 installations) \$50 each per week, up to \$350 total.
2. Charge expense of the card to GLAC 7540000. Use receipt from purchase of the card with appropriate signature as supporting document when submitting the expenditure report (Atch 1). Make sure the cards are identified in the report as "gift card".
3. Create a GLAF in NAFDIS crediting GLAC 8010000 for the amount of authorized reimbursement and debit GLAC 1140000 to set up the receivable.
4. To receive reimbursement, installations must provide receipt documentation (Atch 2). Submit attachment 2 with the completed expenditure report (atch 1) to Ms. Charissa Jarrett, AFSVA/SVO, charissa.jarrett@us.af.mil. Maintain a copy of the documents at the local office of record (NAF AO).
5. 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.
6. Upon receipt of the reimbursement, the NAF AO must process a GLAF to debit GLAC 1140016 and credit GLAC 1140000 to clear the receivable.
7. Accounting should be emailed directly to: Becky Karnafel, becky.karnafel.1@us.af.mil. Alternatively, if you wish to call during duty hours (0700-1600) Monday thru Friday, CST please call Comm: 210-395-7165 or DSN 969-7165.

Any changes and/or updates to this program will be posted on Download Central followed by email notification to participating installations

FUNDED INSTALLATIONS BY TIER

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	Vandenberg
Davis Monthan	Columbus	*Malmstrom	Grand Forks			Clear
Dyess	*Goodfellow	Minot	JB McGuire-Dix Lakehurst			
Ellsworth	Keesler	Whiteman	McConnell			
Holloman	Laughlin					
Moody	Sheppard					
Mountain Home	Vance					
Tyndall						
Seymour Johnson						

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 Randolph	* 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						

* Locations not participating