

**FOOTBALL
FRENZY**

**Join us for the
Super Bowl!**

Or one of two Regular Season Games

Plus, End-of-Season Bonus drawing for \$5,000 in gift certificates

All trips include:

- Airfare for two
- Hotel accommodations
- Car rental
- Tickets to the game

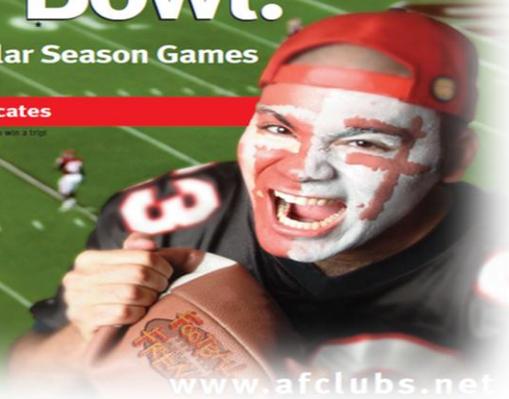


Members
FIRST

Member
SERVICES

Offer good at participating locations.
No purchase necessary.

Join your club and be a winner... They Did!



www.afclubs.net

2012 FOOTBALL FRENZY Play Book



**AIR FORCE PERSONNEL CENTER/SVOFN
2261 HUGHES AVE, SUITE #156
LACKLAND AFB, TX 78236-9852**



Game Plan Table of Contents

TIMELINE	03
PROGRAM OVERVIEW	05
GAME RULES FOR FOOTBALL FRENZY	05
MAJOR PRIZES	07
TO DO LIST	08
PROMOTIONAL MATERIALS	09
REPRODUCTION OF MARKETING MATERIALS	10
PRIZES FOR LOCAL GIVEAWAYS FROM HQ AFSVA	10
RECOMMENDED PROGRAM IDEAS	11
SUGGESTED PROMOTIONAL FOOD ITEMS	13
SAMPLE PRESS RELEASE	15
IF YOUR CLUB HAS A GAME WINNER	15



TIME LINE

23 Jul 12

Review the implementation plan, develop additional promotions and obtain additional sponsors. Start planning/advertising Football Frenzy in your installation papers and Force Support publications, etc.

27 Aug 12

If you haven't received your Football Frenzy promotional materials and giveaways, call: AFPC/SVOF, Alex Cruz, DSN 969-7766, commercial (210) 395-7766

5 Sep 12

NFL games kick off (Wednesday night game)

12 Sep 12

Start mailing entries to AFPC/SVOF

22 Oct 12

Start planning your club's Super Bowl party. Work with your marketing office in developing additional advertising materials and work on securing additional sponsorship

12 Oct 12

(Game subject to change, depending on tickets availability)

Early Bird drawing for Atlanta vs. New Orleans game on Sunday, 11 Nov 12 @ New Orleans, AZ Site of Super Bowl XLVII

18 Oct 12

Last day for installations to notify AFPC/SVO of winners' acceptance for the early bird drawing

11 Nov 12

Atlanta Falcons vs. New Orleans Saints game @ New Orleans Louisiana Site of Super Bowl XLVII

19 Nov 12

(Game subject to change, depending on tickets availability)

Second game drawing-Pittsburgh Steelers vs. Dallas Cowboys on Sunday, 16 Dec @ Dallas, TX site of Super Bowl XLV

23 Nov 12

Last day for installations to notify AFPC/SVO of winners' acceptance for the NY Giants vs. Dallas game

16 Dec 12

Pittsburgh Steelers @ Dallas Cowboys game at Cowboys Stadium, Arlington TX

7 Jan 13

Drawing-Super Bowl XLVII

14 Jan 13

Last day for installations to notify AFPC/SVO of winners' acceptance for Super Bowl XLVI

3 Feb 13

Super Bowl XLVII @ Mercedes Benz Stadium/Superdome New Orleans, LA

15 Feb 13

Last day to submit Football Frenzy entries

20 Feb 13

End-of-Season Bonus Drawing held at AFPC/SVO for \$5,000 in FSS gift cards (10 winners)

8 Mar 13 (AFPC/SVOF ONLY)

Promotion recap and program compliance determination



Winners of the 2011 Football Frenzy Super Bowl XLVI game 5 Feb 12- New York Giants vs. Green Bay Packers at Lucas Oil Field Indianapolis, IN home of the Indianapolis Colts

PROGRAM OVERVIEW

Objective: Reward current club members, increase business in the club and other FSS facilities, increase membership, build esprit de corps and have fun!

Target Market: Installation population, all Air Force Club members, potential members and their family members.

Promotional Date/Theme: This year Football Frenzy runs from 2 Sep 12 through 3 Feb 13.

Remember: Football Frenzy can be conducted on ANY day(s) you choose, not just on Sunday and Monday night. You can include Friday night HS games and college as well as NFL games. Football Frenzy can be tied to other club events.

GAME RULES FOR FOOTBALL FRENZY

1. US Air Force club members and all US Armed Forces personnel presenting a valid dues-paying club membership card in good standing (i.e., their account is “active” and up to date) and their adult family members (18 or over) are eligible to enter and win Football Frenzy major prizes. Club members under age 21 will be restricted from any events during Football Frenzy trips that restrict minors.
2. Host nation/local national club members are eligible to participate in local programs but are not eligible to win any of the major prizes.
3. *All entry forms must be turned in to the local club or Football Frenzy venue. The club must mail a minimum of 160 entries by the end of the promotion. Entries must be mailed weekly. Keep in mind that you may still submit entries through the Super Bowl thus allowing an additional seven weeks to submit entries. In addition to the weekly entry forms, the club POC must also e-mail the following required reports on a monthly basis: customer count and food and bar sales for the promotion period time only. Mail all entries to:*

AFPC/SVOFN
2261 Hughes Ave, Suite #156
Lackland AFB, TX 78236-9852

Failure to comply with above requirements will result in the club or FF venue having to reimburse AFPC for their prorated share of the cost of marketing POS materials and giveaways provided.

How does the reimbursement work? Clubs or facility that submit less than 160 entries and less than 16 reports are required to reimburse a prorated amount of the \$1,300 POS/Prizes cost (this amount could be lower or higher depending on the number of participating clubs). Example: Club submits 85 entries, which equates to 53% of the 160 entries required (53% of \$1,300 = \$689.00). The club must pay the difference between \$1,300 and \$689.00; in this case the club must reimburse AFPC \$611.00.

Joint Base locations where the Army/Navy is providing base operating support may participate but must provide funding in advance to cover the expense of centrally funded promotional materials and prizes (listed on page 9&10). Electronic payment can be arranged by contacting AFPC/SVOF at DSN 969-7766.

4. Club members are eligible to win only one (1) of the major prizes during each promotional year. Winning of multiple local prizes is determined at your local level.
5. Drawings for each of the trips and end-of-season bonus prize will be conducted at AFPC/SVO.
6. Winners cannot choose, nor substitute dates for other NFL games. **Trip packages cannot be exchanged for cash, services, or transferred to anyone outside the winner's immediate family.**
7. Taxes incurred as a result of trip winnings or prizes are the responsibility of the winner. AFPC/SVF will send the appropriate tax reporting forms in January 2013.
8. **Only one entry form per eligible participant per official Football Frenzy event is permitted.** However, if your location hosts multiple events per week to cover the Thursday, Saturday, Sunday and Monday games, the member may submit one entry for each of those events attended. Have members or the club staff date or date stamp the entries so when forwarded to AFPC/SVOF they are not discarded as unauthorized duplicate entries.
9. Force Support commanders/directors, division chiefs, deputy commanders, Sustainment flight chiefs, Membership Support flight chiefs, club managers, assistant club managers and club and marketing staff and their families at base, MAJCOM and AFPC levels to include all equivalent other military services counterparts **are not eligible** to participate.
10. Other restrictions may apply.
11. Have fun and good luck!

MAJOR PRIZES

Two Regular Season Games & Super Bowl - Four winners and a guest for each game

- **Game one** - Atlanta Falcon vs. New Orleans Saints @ New Orleans (*subject to change*): All entries received up to the morning of **12 Oct 12** are eligible to win. All entry forms will be placed into a container for drawing regardless of the MAJCOM. Four winning entries and alternates will be drawn (only one winner per MAJCOM, alternates may be from the same command). (**Drawing: 12 Oct 12, game 11 Nov 12**)
- **Game two** - Pittsburgh Steelers vs. Dallas Cowboys @ Dallas (*subject to change*): All entries received up to the morning of **19 Nov 12** are eligible to win. Same rules as the Atlanta /New Orleans game apply. (**Drawing: 19 Nov 12, game 16 Dec 12**)
- **Super Bowl XLVII**: Same rules as the regular season games apply. (**Drawing: 7 Jan 13, Super Bowl XLVII - 3 Feb 13**)

End-of-Season Bonus Drawing

- All entry forms will be placed in one container as in previous drawings and 10 winning entries will be drawn along with five alternates regardless of MAJCOM. Each winner will receive a \$500.00 FSS gift card. (**Drawing: 20 Feb 13**)

Winner's Notification.

- AFPC/SVOF will verify the winners' membership through the Club Works database prior to notifying the club managers. If the name drawn is not an active Air Force club member in good standing, (i.e., their account is "active" and are not currently on the delinquency report), the alternate will be selected
- After verification, AFPC/SVOF will notify the installations in CONUS and the MAJCOM in OCONUS of winning installation via e-mail with instructions on accepting the prize. Once the installation or the MAJCOM has been notified, club managers or the Football Frenzy POC will be notified. The club manager, in turn, will notify their winner. AFPC/SVOF notification e-mail will also include Sustainment flight chief and Marketing
- AFPC/SVOF will coordinate all details for the winners' travel, arranging specific travel times and schedules. Once travel and hotel reservations are made, no changes are allowed except for a critical illness or death in the immediate family. **All flights will depart on the Friday before the game and return the Tuesday following the game**
- Each winner will receive two (2) airline tickets, hotel accommodations (Super Bowl winners and Atlanta/New Orleans game must share room with guest), rental car (except in New Orleans), two (2) game tickets and ground transportation to all corporate/Services-arranged special activities and functions in the game city. If the winner or immediate family member cannot attend the trip, it is an automatic forfeit and an alternate winner will be chosen

- All expenses other than those stipulated above are the responsibility of the winners, e.g., meals, personal transportation to and from the airport and any other expenses incurred on the trip

TO DO LIST

1. Inventory the Football Frenzy promotional materials and prizes ensuring all materials have been received before the promotion starts.
2. Brief the promotion to EVERYONE! Suggest at the very least to use the following methods of advertising this promotion: newcomers' orientation, commanders' calls, etc., cross-market with all other Services or Force Support activities and get the word out!
3. Develop additional marketing materials such as ads in or Force Support publications, placemats, tray liners, flyers, etc.
4. Cross-market with other or Force Support activities (bowling center, golf courses, lodging, etc) and in dorm facilities as permitted by local policies.
5. Get with local beverage distributors to see if they will host beverage specials and determine if they can provide additional football promotional materials and/or prizes for giveaways.
6. If you have insufficient marketing materials, notify AFPC/SVOF, Mr. Alex Cruz/Ms Shirley Stevenson at alexis.cruz@us.af.mil or shirley.stevenson@us.af.mil. Promotional materials will be available to download from the www.usafservices.com Marketing Download Central prior to program implementation.
7. Display posters on or near TV sets to maximize program promotion and recognition of local sponsors.
8. Develop local news releases (sample on page 15) and use club and sponsor names in all local media releases.
9. The use of satellite TV, Direct TV, NFL Ticket and any other broadcast program will greatly enhance the value of this promotion.
10. Ensure rules for Football Frenzy drawings are well publicized in club materials. **Make entry forms available during all Football Frenzy events.** Entry forms must be dated.
11. Plan a Super Bowl party for 3 Feb 13. Get marketing and public affairs support for photographs and an article for the base paper. Additionally, if your club has a winner for any of the major prizes, get marketing support for an article in the local paper, the hometown paper of the winner and the club.
12. Encourage member-based designated driver programs and ensure all of your employees are familiar with Dram Shop policies and procedures. It is important to observe legal drinking age rules.
13. **Make the program your own. Be creative and have fun!**

PROMOTIONAL MATERIALS

Football Frenzy promotional materials will be sent via United Parcel Service or Federal Express to base marketing managers or marketing office. Overseas marketing offices will receive materials by priority mail at APO addresses. You should have your promotional materials by **27 Aug 12**.

If your club activities are reduced due to any factors such as world conditions, construction, any changes in operating hours, etc. and you have excess items, e-mail Mr. Alex Cruz at alexis.cruz@us.af.mil.

Promotional materials are based on one participating club per installation. If you have two or more clubs participating then the numbers will be adjusted accordingly.

ITEMS: *(subject to change)*

- Banner 1
- Table tents 100
- Entry forms pads 25 Pads (50 per pad)
- Dangers/posters 12
- Coasters 400

NOTE: Banner could be displayed indoors as well as outdoors

The following can be added locally to complement the above materials:

- Football decorations, theme activities, snacks during games
- Buttons and/or badges for employees to wear promoting the different NFL games
- Additional decorations from local beverage company distributors
- Have employees wear football uniforms and/or paraphernalia
- Local prizes or sponsorship sources **(You may obtain additional sponsors to assist on the promotion)**

REPRODUCTION OF MARKETING MATERIALS

Promotional materials - All promotional materials associated with this program may be reproduced. Cross-market with other Force Support activities (bowling center, golf courses, lodging, etc.) and in dormitory facilities as permitted by local policies.

Logos - All logos associated with this promotion are included on the Services Agency Marketing web page. Logos can be downloaded from the Service web page download central.

Use the disclaimer, “No Federal Endorsement of Sponsors Intended” on promotional materials with sponsors identified.

Entry forms - *Entry forms may be reproduced locally but **must be the exact same information in the same format and size.** The paper must be white and weight must be similar to the original.*

The AFPC club POC for this promotion is Mr. Alex Cruz, AFPC/SVOF at DSN 969-7766 or e-mail at alexis.cruz@us.af.mil and Ms Shirley Stevenson shirley.stevenson@us.af.mil

PRIZES FOR LOCAL GIVEAWAYS FROM AFPC/SVO

Prizes and quantities *(are subject to change/substitution):*

- Logo T- Shirt 50
- Football wrapped Insulated Mug 50
- Logo caps 50
- Mini logo Football 50

RECOMMENDED PROGRAM IDEAS

Here are some nationally successful and fun promotions to incorporate into your Football Frenzy promotion. There are many companies that will set up and run these types of promotions at your club and award prizes to winners based on amount you purchase (i.e., purchasing hole-in-one insurance for a golf tournament).

1. **Second Half Return.** Members register at beginning of the game. Select one entry just before the second half kickoff. If the second half kickoff is returned for a touchdown during the designated game(s), the lucky contestant wins prize. (Prize determined locally)
2. **Pass for Cash/Prize.** Members register at the beginning of the game. Each contestant is given the opportunity to pass (throw) a football through a target template. If they throw the ball through the template, they win the designated prize. (Prize determined locally)
3. **Shopping Cart Field Goal.** Members register at the beginning of the game. Each contestant is given the opportunity to kick a football into 1 of 9 shopping carts in an “X” formation. If ball lands in a shopping cart and without bouncing out, contestant wins prize. (Prize determined locally)
4. **Football Fandimonium (A.K.A. the Hardest Working Fan Contest–RAFB Enlisted Club).** Throughout the football season, whenever there is televised football either on Sunday and Monday, members would “clock in” when they arrived at the club and “clock out” when they left. To add realism and accuracy, the Randolph Enlisted Club purchased an electronic time clock and actual timecards. The club allowed a maximum of 6 hours on any one game day and to bolster Monday Night Football any hours earned during that game were worth double. Over the 17-week football season, the winner of the “Hardest Working Fan Contest” averaged over 5 hours a day (258 hrs, 45 mins). Randolph Enlisted Club awarded prizes to the top 16 “Hardest Working Fans” with a \$1,000 US Savings Bond going to the overall winner.
5. **Conditional Prizes.** Give your members an additional reason to stop by the club for Football Frenzy. This unique promotion offers members conditional prizes if a specific condition occurs. For example, if the **Atlanta Falcons shut out the New Orleans Saints 11 Nov 12**, the Sunday evening game then all club members present win something (free dues for 3 months, \$XX in club bucks, etc). Another example could be if the **Pittsburgh Steelers score more than 40 points against the Dallas Cowboys on the Sunday afternoon game on 16 Dec 12**. If your club has a local team then you can tailor the program towards their games.
6. **Frozen Tee Shirt Contest.** Open to anyone at Football Frenzy, this contest offers four tee shirts that are frozen into a block of ice like a large ice cube. The assembled group divides into four teams and are each given a t-shirt ice cube at the start of halftime. They can use any means available...sitting on it, rubbing it or even using one (and only one) lighter to help melt the ice cube. They cannot smash it against a hard surface to break it apart. The first team to get their shirt out of the cube and onto one of the team members is declared the winner and receives a prize. (Prize determined locally)
7. **Kick the Beanie Baby.** People are given an opportunity to kick a Beanie Baby Animal into the end zone from 10, then 20, then 30 feet (or a distance determined to be possible in your

specific establishment) and as the winners from the shortest distances are eliminated, those remaining advance to the next distance and kick again. The last person managing to kick the animal the required distance is the winner. (Prize determined locally)

8. Cheerleader Contest. Anyone can participate, but they must have a cheer to recite and “cheerleader” moves to accompany the cheer. Audience participation determines the winner. (Prize determined locally)

9. Fan Food Contest. Pick an item such as stuffed jalapeno peppers, quartered peanut butter sandwiches, popcorn, hot dogs, egg rolls, corn dogs, pretzel sticks, crackers, etc. and give a pile, bowl, or stack of packages of the item to each contestant. They line up in front of the product and you ring a bell and they begin to eat and eat until the buzzer or bell rings again. The individual consuming the most of the selected item is the winner. For an item like popcorn, you would have to weigh it to validate that each contestant has an equal quantity. (Prize determined locally)

10. Halftime Field Goal Contest. Can be set up indoors or outdoors using a real field goal that you construct from PVC pipe or wood at actual or near actual height and width or from the same materials, but made only 48” tall. If regulation size then uses a real football and if small and low then use a Nerf Ball. Contestants kick the football from the designated spot for the field goal during half time. If several players make the field goal, you repeat to eliminate competitors down to a single winner. (Prize determined locally)

11. Most Yardage Contest. Each person is given a piece of paper to write their name, game, telephone number and the amount of yardage that will be earned during the game by both teams. At the end of the first half, the person with the most accurate yardage to that point is a winner. At the end of the game, the person with the most accurate overall yardage during the game is a winner. There are two winners in this game. (Prize determined locally)



Winners of the 2011 Football Frenzy first game - St Louis Rams vs. Arizona Cardinals game in Glendale, AZ, 6 Nov 11

SUGGESTED PROMOTIONAL FOOD ITEMS

Suggested core menu items to incorporate in your Football Frenzy Promotion

A sample menu, recipe card and method of preparation for each item will be provided for your use.

Most of the below Core Menu items on this list may be served with chips or fries

- **JR-32-1** - Wings-tossed in sauce of choice in a basket with carrots and celery sticks and ranch or bleu cheese dipping sauce.
- **JR-13** - Tender basket-chicken tenders in a basket with fries and your choice of dipping sauce.
- **JR-35A** - Bowl of chili-10 ounces of chili in a bowl with onions and cheese served with crackers.
- **JR-14** - Chicken breast sandwich-grilled chicken breast on a toasted Kaiser roll with a “burger setup” in a basket.
- **JR-5** - Philly cheese steak-6 ounces of grilled steak with peppers and onions and melted cheese on a toasted hoagie in a basket.
- **JR-15-2** - Rib basket-quarter rack of ribs on a basket of fries with barbecue sauce.
- **BB-11** - Big Dawg with chili-jumbo hot dog in a toasted hoagie smothered in chili, onions and cheese.
- **JR-26** - Nachos-Layers of fried tortilla chips, chili and cheese, topped with tomato, onions and jalapenos served with sour cream and salsa.
- **JR-A-1** - Quesadillas-large flour tortilla stuffed with cheese, tomatoes and onions then browned to perfection served with sour cream, salsa and guacamole.
- **JR-7-1** - Dynamite sticks-4 diced grilled chicken, bacon, tomatoes, jalapenos and shredded cheese rolled in a tortilla and fried then served with ranch dipping sauce.
- **NY-1-6** - Pizza rolls-6 rolls in a 10” pizza shell with ranch, pepperoni, green onions and pepper jack cheese rolled and cooked and cut into 6 bites and served with marinara sauce.
- **BB-12** - Mini burgers-6 dollar size burgers or an 8-ounce burger with one or two toppings in a basket.
- **JR-7** - Meatball sub-5 meatballs with sauce in a toasted hoagie topped with cheese in a basket.

- **BB-16** - Chili cheese fries—a mountain of crisp fries smothered with chili, cheese, tomatoes and green onions.
- **JR-3-1** - Wrap basket—diced chicken, bacon, cheese, shredded lettuce, tomatoes and ranch dressing rolled in a flavored tortilla.
- **JR-55** - Hot Sicilian—grilled ham and pepperoni, topped with provolone cheese on a toasted Kaiser roll with lettuce, tomato and Italian dressing.
- Mini burgers in a basket—4, 2-ounce mini burgers with cheese in a basket.
- Patty melts—8-ounce patty grilled with onions and melted Swiss cheese on toasted rye bread in a basket.
- Mini patty melts in basket—4 mini patties melts in a basket.
- Pigs in blanket—2 hot dogs with cheese, rolled in dough, browned in an oven and served in a basket.



Winners of the 2010 Football Frenzy New York Giants vs. Dallas Cowboys game in Arlington, TX, 11 Dec 11

SAMPLE PRESS RELEASE

Air Force Club membership and football, a winning combination

We are entering our seventeenth year and each year for the last sixteen years, Air Force clubs throughout the world offer club members who participate in the Football Frenzy promotion chances to win a trip to regular season games and the Super Bowl.

Members need only to attend a Football Frenzy event at their local club and fill out an entry form to be registered to win.

“Football Frenzy is a members’ reward program,” said Mr. Fred McKenney, Chief, Air Force Personnel Center Food & Beverage Branch. “There are many reasons to be a club member and an once-in-a-lifetime opportunity like this is just one of them.”

In addition to the NFL game trips, the club offers food and beverage discounts, specials and local prize giveaways during Football Frenzy events.

The promotion runs concurrently with the NFL season 3 Sep 12 through 3 Feb 13. In the first two drawings, members have a chance to win a trip to a regular season game. Each winner is allowed to bring one guest to the game.

“These trips are so fantastic, even non-football fans are sure to enjoy them,” said Mr. Fred McKenney. “We do more than just give them entry into the game; we also provide them airline tickets, a rental car and hotel accommodations.” Throughout Football Frenzy and the NFL season, members can expect a party-type atmosphere at their local club.

In the third drawing, conducted in 7 Jan 13, members can win a trip to Super Bowl XLVII held 3 Feb 13 in New Orleans, Louisiana home of the New Orleans Saints. Our final drawing, the “end-of-season” bonus drawing is conducted in 20 Feb 13 where ten lucky participants will each be selected to win a \$500.00 Force Support Gift Card. Attend a Football Frenzy event and win big!!!

For more information, call or stop by any participating Air Force Club or check us out in www.afclubs.net

IF YOUR CLUB HAS A GAME WINNER

Get the most publicity you can out of your local winner. Take pictures, write an article for the base paper, or call the local news and have them do a story! **By signing up to participate you are required to meet all promotion requirements. Send us copies of the articles and other related publicity concerning your winner for future promotional use.**

