



2013

**FOOTBALL FRENZY IMPLEMENTATION  
PLAN & PLAY BOOK**

**AIR FORCE PERSONNEL CENTER/DIRECTORATE  
of SERVICES/SVOFN  
2261 HUGHES AVENUE, SUITE #156  
LACKLAND AFB, TEXAS 78236-9852**





# FOOTBALL FRENZY IMPLEMENTATION PLAN & PLAY BOOK

## *Table of Contents*

TIMELINE .....	page 3-4
PROGRAM OVERVIEW.....	page 5
GAME RULES FOR THE PROGRAM.....	page 5-6
MAJOR PRIZES.....	page 6-7
INSTALLATION “TO DO” LIST.....	page 7
PROMOTIONAL MATERIALS.....	page 8
REPRODUCTION OF PROMOTIONAL MATERIALS.....	page 8-9
PRIZES FOR GIVE-A-WAY (LOCALLY) FROM AFPC/SVOF.....	page 9
SUGGESTED PROGRAM IDEAS & GAMES.....	page 9-10
NOTIFICATION OF MAJOR PRIZE WINNERS.....	page 10-11
INSTALLATION SPREADSHEET/ENTRY FORM REPORTING.....	page 11
MANAGERS PROGRAM NOTES & AFTER ACTION REPORT.....	page 12-13
INSTALLATIONS PARTICIPATING.....	page 14

*TIMELINE*

Monday, 28 Jul 13

Review the implementation plan, obtain additional sponsors and develop local promotions. Plan and advertise the Football Frenzy program in your installation newspapers, commander's channels, and web-sites. Advertise in all Force Support Squadron publications.

Monday, 19 Aug 13

Contact Shirley Stevenson at DSN 969-7768, or 210-395-7768 email: [shirley.stevenson@us.af.mil](mailto:shirley.stevenson@us.af.mil)  
If you have not received your promotional items and give-aways.

Thursday, 5 Sep 13

NFL games kick-off

Wednesday, 18 Sep 13

Start mailing your completed entry forms to AFPC/SVOF. Please mail entry forms once a week, so you are not playing catch-up at the end of the season. Mailing address is under "game rules".

Tuesday, 15 Oct 13 (Games are subject to change based on availability of tickets)

Early Bird Drawing for the Houston Texans at Arizona Cardinals game, on 10 November, 2013.

Monday, 21 Oct 13

Plan your installation's Super Bowl Party! Contact your marketing office and commercial sponsorship coordinator to develop advertising for the program and secure additional sponsorship.

Tuesday, 22 Oct 13

Last day for installations to notify AFPC/SVOF of winner's acceptance of prize for the Early Bird Drawing. All winner's paperwork must be turned in by this date.

Sunday, 10 November 2013 Texans at Cardinals.

Friday, 15 Nov 13

Drawing for second game. Carolina Panthers at New Orleans Saints, Sunday, 8 December 2013.

Friday, 22 Nov 13

Last day for installations to notify AFPC/SVOF of winner's acceptance of prize for the 2<sup>nd</sup> Drawing. All winner's paperwork must be turned in by this date.

Sunday, 8 December 2013, Carolina Panthers at New Orleans Saints.

Tuesday, 7 Jan 14

Drawing for Super Bowl XLII

Tuesday, 14 Jan 14

Last day for installations to notify AFPC/SVOF of winner's acceptance of prize for the Super Bowl XLII. All winner's paperwork must be turned in by this date.

## Football Frenzy Implementation Plan & Play Book

Sunday, 2 Feb 14

Super Bowl XLII at MetLife Stadium in the Meadowlands.

NLT Friday, 14 Feb 14

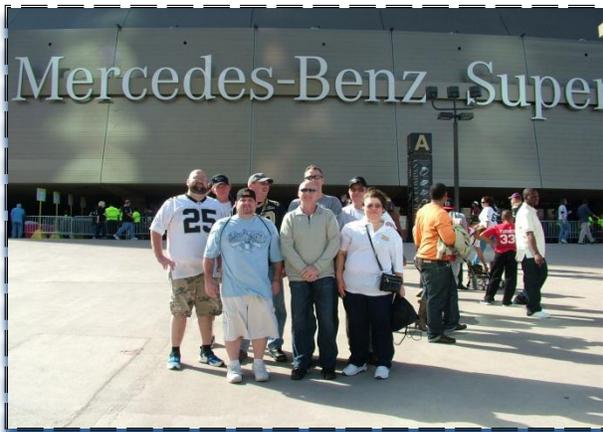
Last day for installations to submit Football Frenzy entry forms (end-of-season drawing for \$5000 in FSS Gift Cards).

Wednesday, 19 Feb 14

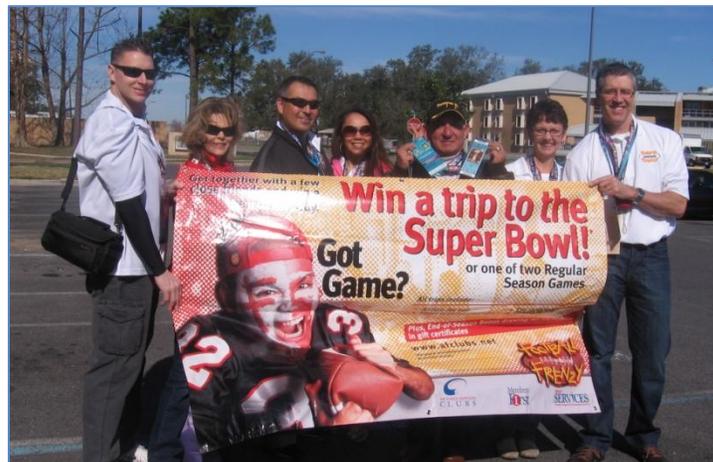
End-of-Season Bonus drawing held at AFPC/SVOF for \$5000 in FSS Gift Cards.

Monday, 10 Mar 14 (AFPC/SVOF only)

Promotion Recap and program compliance review



Winners 2012 New Orleans/Atlanta Game in New Orleans, Sunday December 16, & 2012 Happy Super Bowl Winners!



## PROGRAM OVERVIEW

The objective of the Football Frenzy Program is to reward current club members, increase foot traffic and business in the facility and other FSS activities, increase membership, build spirit de corps and have fun!

Program Target Market: Installation population, all potential club members and their family members, and current club membership.

Promotional Date: The 2013 Football Frenzy program runs through 5 September 2013-5 February 2014.

*Point to Consider: The program can be conducted on any DAY you choose, not just Sunday afternoons and Monday nights. Include Friday night High Schools Games and college as well as already scheduled NFL games.*

## FOOTBALL FRENZY GAME RULES

1. US Air Force club members and all US Armed Forces personnel presenting a valid dues-paying club membership card in good standing (their account is active and paid 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 are restricted from any events during the Football Frenzy trips restricting minors.
2. Host national/local national club members are eligible to participate in local programs but are not eligible to win any of the major prizes.
3. Force Support commanders/directors, deputy commanders, division chiefs, Sustainment flight chiefs, Membership Support flight chiefs, club managers, assistant club managers, club and marketing staff and their families at installation, MAJCOM and AFPC levels to include all equivalent other military service counter parts **are not eligible** to participate.
4. Drawings for each trip and end-of-season bonus prizes are conducted by AFPC/SVOF.
5. Club members are eligible to win only one (1) of the major prizes during each promotional year. Winnings of multiple local prizes are determined at the local level.
6. All entry forms must be turned in at the local club or Football Frenzy venue. The club must mail a **minimum** of 160 entries by the end of the promotion season. Mail entries weekly. Entries can be mailed through the Super Bowl (allowing additional time to submit entries).
7. The Football Frenzy POC must email the following required reports on a monthly basis: customer count, the number of new members, and food and bar sales for the promotion period only. Mail entries to the address below:  
AFPC/SVOF  
Football Frenzy Program Manager  
2261 Hughes Avenue, Suite # 156  
Lackland AFB Texas 78236-9852
8. Failure to comply with the requirements of the Implementation Plan results in the club or the Football Frenzy venue providing reimbursement to AFPC/SVO for their prorated share of the cost of the marketing POS materials and give-a-ways provided. How does the reimbursement

work? Clubs or venues submitting less than the minimum 160 entries and less than 16 reports are required to reimburse a pro-rated amount of the \$1300 POS/Prizes cost, (this amount is lower/higher depending on how many clubs participate). Example:

Club submits 100 entries, which equates to 63% of the 160 entries required. 63% of \$1300 = \$819. The club pays the difference of \$1300-\$819; in this example the club reimburses \$481.00 to AFPC/SVOF.

9. Winners cannot choose or substitute dates for other NFL games. Trip packages cannot be exchanged for cash services or transferred to anyone outside the winner's immediate family.
10. Taxes incurred as a result of trip winnings are the responsibility of the winner. AFPC/SVF will send the appropriate tax reporting forms in January 2014.
11. Only one entry form per eligible participant per official Football Frenzy event is permitted. If your installation hosts multiple events per week to cover Thursday, Saturday, Sunday and Monday games, the member may submit one entry for each of those events attended. Football Frenzy or club staff date or date stamp the entries so when forwarded to AFPC/SVOF they are not discarded as unauthorized or multiple entries.
12. Entries cannot be scanned, emailed or faxed from the installation to AFPC/SVOF. They must be mailed.
13. Other restrictions may apply.

Joint Base locations where Army/Navy are the lead base operating support may participate but provide funding in advance to cover the expense of centrally funded promotional materials and prizes (listed on page 8). Electronic payment can be arranged by contacting AFPC/SVOF at DSN 969-7768 or commercial 210-395-7768.

---

## MAJOR PRIZES

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

- *Game One*-Houston Texans at Arizona Cardinals. Qualified entries received up to the morning of 15 October 2013 are eligible to win. All eligible entry forms are placed into a container for drawing regardless of the installation or MAJCOM. Four winning entries and alternates are drawn. (Only one winner per MAJCOM, alternates may be from the same command). (Drawing is 15 October, game is 10 November 2013).
- *Game Two*-Carolina Panthers at New Orleans Saints. All eligible entries received up to the morning of 19 November 2013 are eligible to win. Same rules as Game One apply. (Drawing 15 November, game is 8 December 2013).
- *Super Bowl XLII*: Same rules as the regular season apply. Drawing for Super Bowl is 14 January 2014. Super Bowl XLII is 2 February 2014.

- ♥ End of Season Bonus Drawing: All eligible entry forms are placed in one container as in previous drawings and 10 winning entries and 5 alternates are drawn, (regardless of MAJCOM). Each winner receives a \$500 FSS Gift Card. Drawing is 19 February 2014.

### INSTALLATION TO DO LIST

1. Inventory the Football Frenzy promotional materials and prizes ensuring all materials arrived before the promotion starts.
2. Brief the promotion to Everyone! Suggest, at a minimum advertise the promotion at newcomer's orientation, commander's calls, and cross-market with all Force Support activities, bowling center, golf, lodging, and in dorm facilities as permitted by local installation policies.
3. Develop local installation marketing materials! Include ads in and for Force Support publications, placemats, tray liners, flyers, etc.
4. Coordinate with local beverage distributor to increase hosted beverage specials and additional football promotional materials and/or prize giveaways from sponsorship donations.
5. If your marketing materials are not sufficient notify, AFPC/SVOF, Ms Shirley Stevenson, at [shirley.stevenson@us.af.mil](mailto:shirley.stevenson@us.af.mil) or call DSN 969-7768 or commercial 210-395-7768. Promotional materials are available to download from the [www.usafservices.com](http://www.usafservices.com) Marketing Download Central page prior to program implementation.
6. Maximize program promotion and recognize local sponsors by displaying posters on or near TV sets.
7. Develop local news releases, use club and sponsor names in all local media releases.
8. Enhance the promotion value by using satellite TV, Direct TV, NFL Ticket, and other broadcast programs.
9. Publicize Football Frenzy drawings in all club materials. Ensure entry forms are available during all Football Frenzy events. Provide guidance to guest on properly completing entry forms. Date all entry forms prior to mailing to AFPC/SVOF.
10. Provide guest/membership with a copy of the New Club Member Football Frenzy Game Rules! The information is on the new placemats you received with your prize shipments.
11. Plan a Super Bowl party for Sunday, 2 February 2014. Enlist marketing and public affairs support for articles and photographs for the base newspaper. If your club has a winner for major prizes coordinate with marketing for an article in the local paper, and the hometown paper of the winner.
12. Have Fun at Football Frenzy events, but remember to observe legal drinking age and encourage member-based designated driver programs. Ensure all employees are up-to-date with Dram Shop policies and procedures.
13. Be creative with the program, adding local flavor and taste. Have fun!

## PROMOTIONAL MATERIALS

- Football Frenzy promotional materials are sent via United Parcel Service (UPS) or Federal Express (FEDEX) to installation marketing managers or the marketing office. Overseas marketing offices will receive materials by priority mail at their APO addresses. Promotional materials should be on installation NLT 28 August 2013.
- If your installation club activities are reduced because of factors beyond your control, (world conditions, renovation, construction, change in operating hours, etc) and you have excess promotional items, contact the Football Frenzy Program Manager, Shirley Stevenson at [shirley.stevenson@us.af.mil](mailto:shirley.stevenson@us.af.mil). She will provide guidance for your materials and give-a-way items.
- Promotional materials are based on one participating club per installation. If an installation has two or more participating clubs the numbers will be adjusted accordingly.

-----  
Promotional Items (subject to change)

- Banner 1  
Note: Banner can be displayed both indoors and outdoors.
- Table Tents 100
- Entry Form Pads 25 pads-50 entry forms per pad
- Dangers/posters 12
- Coasters 425
- Place Mats 1700

Add the following locally to complement the materials above:

- Football decorations, themed activities and snacks during games
- Badges/buttons for employees to wear promoting the different NFL teams
- Decorations from local beverage company distributors
- Have employees dress in football or referee uniforms
- Local prizes or sponsorship sources

## REPRODUCING MARKETING MATERIALS

1. Promotional materials: All promotional materials associated with the Football Frenzy program may be reproduced. Cross-market with Force Support activities (bowling center, golf courses, lodging) and in dormitory facilities as permitted by local policy.
2. Entry Forms; Entry forms may be locally reproduced. **They must be the exact same information in the same format and size. The paper must be white and weight similar to the original.** Entries must be mailed; they cannot be scanned or faxed in.

3. **Logos:** All logos associated with this promotion are included on the Marketing webpage. Download logos from the download central webpage. Use the disclaimer “No Federal Endorsement of Sponsors Intended” on promotional materials with sponsors identified.
4. The AFPC/SVOF POC is Ms Shirley Stevenson at DSN969-7768 or commercial: 210-395-7768, [shirley.stevenson@us.af.mil](mailto:shirley.stevenson@us.af.mil).

### PRIZES FOR LOCAL GIVE-A-WAYS FROM AFPC/SVOF

Prizes and quantities are subject to change or be substituted

▶ Logo T-Shirt	45
▶ Football wrapped Insulated Mug	45
▶ Logo caps	40
▶ Spray Fan/Mister	40 *new item
▶ Foldable Water Bottle	60 *new item
▶ String Back-Packs	25

### SUGGESTED PROGRAM IDEAS AND GAMES

Below are fun and successful promotions and games to incorporate into your Football Frenzy promotion.

1. Football Charades: You need:

- Pen
- Paper
- Hat or bowl
- Two teams of people

To Play:

- On a piece of paper, write down football related words, helmet, sideline, touchdown, or even players or coaches names. Include food items like beer, chips, salsa and Buffalo wings.
- Put the pieces of paper in the hat or bowl
- Ask one team member to pick from the hat and act out the word on the paper, the other players on the actors team have to guess the word. Time limit should be one or two minutes per word.
- Once the team guesses the word or time runs out, the charades continue with the other team.
- The winner is the team with the most correct guesses.

2. “Don’t Say Football:” You need:

- Small paper footballs
- Double sided sticky tape

To Play:

- At the beginning of half-time give your guests small paper footballs to stick onto their chests with double sided tape
- Tell everyone they are not allowed to say the word “football” while in conservation during halftime
- If a guest hears someone use the word they can take the football from the offending party
- The individual who collects the most footballs is the winner

3. Frozen T-Shirt Contest: You need

- Four T-shirts Frozen into a block of ice-like a large ice cube
- Players divided into 4 groups (2-3 players in a group)

To Play:

- Each group is given a frozen T-shirt at the start of half-time
- They can use any method available to melt the ice cube
- Sitting on it, rubbing it, or using one hand (only one hand) to help melt the ice
- The T-shirt cannot be smashed against a hard surface
- The first team to get their T-Shirt out of the block of ice and on to a team member is declared the winner!

4. Cheerleader contest: You need

- One set of pom poms
- Individual players

To Play:

- Participants must use the pom poms
- Be able to recite a cheer and use “cheer leader” moves to accompany the cheer
- Audience participation determines the winner

5. Half-Time Trivia: You need

- Research facts and trivia related to the teams playing, team history, coaches,

To Play:

- Write the questions on small cards (3x5) with the answer on the opposite side
- The game can be played individually or as a team concept
- Award a gold spray painted Football as a prize or a small “trophy” to the winner

---

NOTIFICATION OF MAJOR PRIZE WINNERS

- ▶ AFPC/SVOF verifies the winner’s 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, (account is active and not on the delinquency report) the alternate is selected.

- ▶ After verification, AFPC/SVOF notifies the installations in CONUS and the MAJCOM in OCONUS of winning members via email with instructions on accepting the prize. Once the installation or MAJCOM is notified, the club manager notifies the winner. The club manager works with Marketing to make notification a memorable experience with pictures and publicity. (Please send a copy of pictures to SVOF).
- ▶ AFPC/SVOF coordinates all details for the winner's travel, arranging specific travel times and schedules. Once travel and hotel reservations are made, changes are not allowed except for a critical illness or death in the immediate family. All flights depart on the Friday before the game and return the Monday following the game.
- ▶ Each winner receives two (2) airline tickets, hotel accommodations, (Super Bowl winners share the same room with their guest), rental car, two game tickets, and ground transportation to all corporate /Services arranged special activities and events in the game city. If the winner or immediate family member cannot attend the trip, it is an automatic forfeit and an alternate winner is chosen.
- ▶ All expenses other than those stipulated above are the responsibility of the winner, e.g., meals, personal transportation, to and from the airport at winner's home installation and any other expense incurred on the trip.
- ▶ Ensure your winner(s) understand they are responsible to provide their social security account number for tax purposes. If social number is not provided the prizes are invalid and offered to the next alternate's name drawn. AFPC/SVOF reports the value of the prize winnings to the Internal Revenue Service (IRS) as income at the end of the season. An example of winnings information reported to the IRS.

*Winnings: Rental car: \$196.00, Lodging: \$355.00, Game Tickets (2): Regular Season games \$250 x 2, Airline Tickets \$1,000 x 2. Again this is an example only. The total amount in this example is \$3051. \$3051 is reported to the IRS as winnings income.*

*Winnings income for Super Bowl prizes are higher based on ticket costs, and increase in lodging costs.*

#### INSTALLATION SPREADSHEET/ENTRY FORM REPORTING

- 🏈 An interracial part of the success of the Football Frenzy program is the installation reporting accurate sales, customer count and new members to AFPC/SVOF.
- 🏈 Installations must report food sales, bar sales, customer count and new members on the spreadsheet provided by AFPC/SVOF. Please do not mail your information with your entries.
- 🏈 Spreadsheets are due at the end of the month after the installations last event. The spreadsheet provided with the Implementation Plan is the only one accepted.
- 🏈 Entry forms are submitted weekly. Please submit all entry forms, each one counts towards the 160 minimum.
- 🏈 The installation program managers should provide a report for September, October, November, December, January 2014, and February 2014.



2013 Football Frenzy Program Review

Command:

Base:

Questions for Club Managers	Yes	No	How Much/Many?	Additional Comments
1. Has the Football Frenzy program had a positive impact on the club?				
2. Has member traffic increased during Football Frenzy events?				
3. What is the average member traffic/participation increase during Football frenzy events?				
4. Are the materials (Implementation Guide, promotional materials, etc...) provided adequate in running the program?				
5. Has the program increased your total food/bar sales?				
6. How many new members has the program recruited for the club?				
7. Does Football Frenzy foster esprit de corps?				
8. On a scale of 1-10, how valuable is the program to your operation?				
9. Is the program implementation easy or difficult? Explain your answer please.				
10. How can we improve the Football Frenzy Program?				

Note: At the end of the season please provide your comments to the program manager at AFPC/SVOF, Shirley Stevenson, [shirley.stevenson@us.af.mil](mailto:shirley.stevenson@us.af.mil).

Your honest input assists us in making programs better!



Thank you!

Club Managers and club staff for making the 2013 Football Frenzy Program successful!

INSTALLATIONS PARTICIPATING IN THE 2013 FOOTBALL FRENZY PROGRAM:

- |  |   |
|--|---|
|  Altus AFB Oklahoma           |  Misawa AB Japan             |
|  Aviano AB Italy              |  Minot AFB North Dakota      |
|  Beale AFB California         |  Moody AFB Georgia           |
|  Clear AS Alaska              |  Osan AB Korea               |
|  Columbus AFB Mississippi     |  Patrick AFB Florida         |
|  Dyess AFB Texas              |  Peterson AFB Colorado       |
|  Edwards AFB California       |  RAF Lakenheath England      |
|  Eglin AFB Florida            |  RAF Mildenhall England      |
|  Eielson AFB Alaska           |  Ramstein AB Germany         |
|  Ellsworth AFB South Dakota   |  Robins AFB Georgia          |
|  F.E. Warren AFB Wyoming      |  Scott AFB Illinois          |
|  Grand Forks AFB North Dakota |  Shaw AFB South Carolina     |
|  Hanscom AFB Massachusetts    |  Thule AB Greenland          |
|  Holloman AFB New Mexico     |  Tinker AFB Oklahoma        |
|  Izmir AB Turkey            |  Tyndall AFB Florida       |
|  JBMDL McGuire New Jersey   |  Vance AFB Oklahoma        |
|  JBSA Lackland Texas        |  Vandenberg AFB California |
|  JBSA Randolph Texas        |  Whiteman AFB Missouri     |
|  Kadena AB Japan            |  Wright Patterson AFB Ohio |
|  Kessler AFB Mississippi    |  Yokota AB Japan           |
|  Kirtland AFB New Mexico    |  Youngstown ARB Ohio       |
|  Malmstrom AFB Montana      |  USAFE SITES               |