



 MyAirForceLife.com >>  #AFClubFrenzy

2016 FOOTBALL FRENZY IMPLEMENTATION GUIDE

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PROGRAM and PRIZE DESCRIPTION(S)

AF Clubs Football Frenzy events will be held Air Force-wide Sep 16 - Feb 17 with expanded event participation opportunities to include Sunday (all day), Monday, and Thursday nights. With *You Pick It Football Frenzy* clubs select the best day for the Football Frenzy program at their installation. In addition, Clubs will host four *Family Football Fanatics Fun Day* events (four (4) events/one (1) per month). These events will encourage comradery amongst our Airmen. Events are open to Airmen, their families, friends, and all DoD card holders.

To encourage participation, AFSVA is providing the opportunity for our members to win amazing prizes throughout the Frenzy season such as NFL game tickets, e-gift cards towards NFL gear valued at \$100.00ea. and at the end of the season, 2 lucky club members will win a trip to Super Bowl 2017!

- Grand Prize of four (4) Super Bowl 2017 tickets! (2 winners and their guest)
- Prize package includes airfare, hotel accommodations, tickets to the Super Bowl game

NOTE: All winners will be randomly selected from online entries only

Football Frenzy Watch Party

"You Pick it!" Each week (17 weeks total) Clubs will host a viewing party on Sunday, Monday night, or Thursday night. Club members who attend the event and enter online are automatically registered for a chance to win the Super Bowl 2017 grand prize trip and are entered into the weekly prize drawings. AFSVA will select the weekly winner and notify that individual and the club manager via email (local door prizes for attending are highly encouraged). Display a *Word of the Week* poster for members to enter online.

Family Football Fanatics Fun Day (Suggested activities)

Host a Tail Gate type party as the opening for "Family Football Fanatics Fun Day". Partner with different FSS activities when hosting each event to provide additional exposure and form a sense of community. Display a *Word of the Week* poster for members to enter online.



NOTE: Tier 1 installations are eligible to receive a \$200 reimbursement, per Family Football Fanatics Fun Day event for a total reimbursement of \$800 for the Football Frenzy season (see page 9 for details)

WORD OF THE WEEK POSTER

Each club will be supplied a minimum of 2 scratch off posters (22in x 28in) to be hung in the event location throughout Football Frenzy. A portion of the poster will have a scratch off area (see example). Each week, on your installation Football Frenzy event date, scratch off the applicable area. The poster contains The MyAirForceLife Football Frenzy entry link and QR code that takes customers to the prize registration page.

Example: Week 1 of Football Frenzy on a selected date of Thursday, scratch off "Week 1" area on the poster. Behind each scratch off area is the "Word of the Week." Be sure to ONLY Scratch off the week that corresponds with your event week.



NOTE: AFSVA recommends placing the poster in a 22in x 28in Poster frame.

Entry Platform Overview

To enhance events and capture entries, AFSVA will provide online customer registration. Club members visiting the My Air Force Life website will be seamlessly redirected to the Football Frenzy site created specifically for this program. Registration will be used for NFL regular season game ticket drawings and grand prize drawing(s). A QR code will also be placed on the Football Frenzy “Word of the Week” poster/all marketing materials on Download Central to ensure ease of access to My Air Force Life.

Customer registration data to be collected includes name, email address, phone number, last four numbers of the customer’s club card, and the “Word of the Week.” No purchase is required to enter.

At the conclusion of each program week, the AFSVA program manager will download the information in an excel format used to randomly select prize winners.

PROGRAM TIERS

Participation in Football Frenzy is open to all program Tiers. Tier 1 (see listing on Download Central) is eligible for Family Football Fun Day reimbursement, up to \$200 per event/per month up to four(4) events.

RULES OF ENGAGEMENT

AFSVA PROVIDES:

- Program guide
- Themed ideas
- Scratch off Word of the Week poster
- Branded marketing promotional/advertising materials on www.usafservices.com >Managers>Marketing>Download Central section
- Program Guidance via DCS with installations 29 Aug 16
- Provides reporting tool: <https://org1.eis.af.mil/sites/100002/Pages/Datacalls.aspx> then scroll down to Sustainment Current Data Call/AF Clubs Programming Reporting (recurring).
- Link to customer feedback survey on Thank You message when winners enter

INSTALLATION RESPONSIBILITIES:

- Report all data requested in the Clubs Programming Tool weekly during the program
- Customize and print branded marketing promotional/advertising materials from www.usafservices.com >Managers>Marketing>Download Central section
- Execute event on locally selected date(s) and time(s)
- Scratch off “Word of the Week” weekly, on the day of your Football Frenzy event
- Secure and schedule appropriate venue
- Brief the program to everyone! Suggest 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. Be sure staffs are familiar with the program guidelines.
- Collaborate w/FSS activities/community partners

- Schedule and promote event(s)
 - Advertise base-wide
- Utilize Football themes and decorations for each event
- Local marketing office confirm receiving scratch off poster (5 Sep 16)
- Maximize local giveaways
- Maximize program promotion and recognize local sponsors by displaying posters on or near TV sets
- Develop local news releases and use club and sponsor names in all local media releases as permitted
- Upload program participation reports and reimbursement requests monthly

Reporting tool: <https://org1.eis.af.mil/sites/100002/Pages/Datacalls.aspx> then scroll down to Sustainment Current Data Call/AF Clubs Programming Reporting (recurring).

NOTE: The AF Clubs Football Frenzy program is not based on signing up for membership; however, you can hold local membership drives during the period using your own locally developed campaigns.

MARKETING

AFSVA Marketing will provide customizable templates to be used to advertise the Football Frenzy program.

COLLATERAL PIECES AVAILABLE FOR DOWNLOAD:

File Location: www.usafservices.com > Download Central

LIST OF AVAILABLE COLLATERAL FOR EACH EVENT:

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

Available Media Sizes

- Letter Size: 8.5 x 11 jpg and pdf– use for posters, flyers and other print/digital media
- Tabloid: 11 x 17 jpg and pdf – use for posters, flyers and other print/digital media
- Table Tent: 5 x 7 jpg and pdf – use for menu cards and other print/digital media
- Social Media Image–Facebook, Instagram Guide and Posts
- Digital Image – Adaptable for HD display monitors, Janus, Qubica and web/social media

Advertise with print media 30-60 prior to the event.

The Football Frenzy design can be used as a flyer, counter top, and table tent and are to be printed and used to promote the Football Frenzy program. Coordinate with base marketing to order/print the correct quantity for your installation. Be sure to print enough to cross market with other FSS activities.

Available Download Central

FOOTBALL FRENZY SOCIAL MEDIA OVERVIEW

2 weeks prior

- Announce the event, detailed info, prizes (Trip to Super Bowl 2017) and theme
- Include: #FootballFrenzy@MyAirForceLife

1 week prior

- Reminder post, ex: “come out to your AF Club Football Watch Party on.....!”
- Include: #FootballFrenzy@MyAirForceLife

Day of

- Have fans upload photos of them during the Football Frenzy Watch Party, etc.
- Include: #FootballFrenzy@MyAirForceLife

Day After

- Facebook and Twitter: Post after pictures of the event

TIER ONE (1) INSTALLATION REIMBURSEMENT PROCEDURES

Tier 1 Installations may receive reimbursement for Family Football Fanatics Fun Day cost(s) (e.g. game expenses, decorations, prizes) not to exceed \$200 per event (four (4) authorized events per month). All reimbursable expenses incurred must be recorded in GLAC 1140000, NAFI Receivable to set up the accounts receivable.

To receive reimbursement, installations must provide receipts, invoices, and other documents supporting the expenses incurred using the link: <https://org1.eis.af.mil/sites/100002/Pages/Datacalls.aspx> then scroll down to Sustainment Current Data Call/AF Clubs Programming Reporting (recurring). Maintain a copy of the supporting documentation at the local office of record (NAF AO). Complete Football Frenzy Reimbursement Form and the expenditure report and upload into the Club Programs Reporting Tool with all of the supporting documentation. 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.

FOOTBALL FRENZY REIMBURSEMENT FORM

All information is required for installation Family Football Fanatics Fun Day reimbursement. Installations must submit receipts and the below spreadsheet to receive reimbursement.

Tier 1: Reimbursement is available up to \$800 total or \$200 per event

- No additional items will be reimbursed

Please submit reimbursement request through the <https://org1.eis.af.mil/sites/100002/Pages/Datacalls.aspx> after each event. Reimbursement requests will not be accepted after 31 Feb 17

MAJCOM: _____ Installation: _____ 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: _____ RM/Designee Certification

FAMILY FANATICS FOOTBALL FUN DAY EVENT AND PROGRAM MENU SUGGESTIONS

Ladder toss

Ladder toss is played by throwing two balls connected by a string (a 'bola') at a ladder with three rungs. Each rung has a different point value (usually 1, 2 and 3 from top to bottom). The awesome thing about ladder toss is that you can play either offensively (by aiming to get the highest points in a round) or defensively (by knocking your opponent's bolas off the ladder). The first to 21 points is the winner.



Punt / Pass / Kick

Each participant is allowed to punt, pass and place kick two times as a part of their participation.

Onsite Equipment Needed:

- Rules of competition
- Tape measure (one for each line)
- Spikes or weights to hold tape measures in place
- Pens and pencils, calculator, score sheets, clipboards
 - String (none elastic; minimum length of 180 feet)
 - Kicking tees (one left, one right and one universal tee)
 - Towels to dry off wet footballs
 - Footballs (three balls are needed):- Pee-wee: 6-7 age division
Junior: 8-9 and 10-11 age divisions - Intermediate: 12-13 and 14-15 age divisions



Corn Hole Toss

The Corn Hole Toss match is played until the first team of contestants reaches (or exceeds) 21 points at the completion of an inning. The winning team does not need to win by two or more points.

Corn Bag In-The-Hole - A corn bag in-the-hole has a value of three points.

Corn Bag In-The-Count - A corn bag that is not in-the-hole but lands with any portion of the corn bag resting on the corn hole platform is in-the-count. A corn bag in-the-count has a value of one point.

Corn Bag Out-Of-The-Count - A corn bag which comes to rest anywhere except in-the-count or in-the-hole is out-of-the-count and has no scoring value.



Celebration Dance-off

Each team will perform a Touchdown celebration dance not to exceed 1 minute.

This is an opportunity to creatively utilize social media platforms to engage customers and boost activity.



Show Your Spirit

Customers demonstrate their support for their home team using costumes and/or props.

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

Small foods, small bites, sliders are still very popular. Here are some suggestions:

| | |
|--|--|
| <p>Appetizers:</p> <p>Homemade Tortilla Chips & Salsa</p> <p>Nachos w/Grilled Chicken, Shredded Jack Cheese, Jalapeno Slices, Diced Tomatoes, Sour Cream & Guacamole on Top</p> <p>Wings: Breaded, Un-Breaded, Boneless w/varied Levels of Heat or No Sauce</p> <p>Loaded Potato Skins</p> <p>Grilled Chicken & Waffles</p> <p>Philly Fries</p>  | <p>Hot dog sliders:</p> <p>The firecracker w/Pico de Gallo & Jalapeno Slices</p> <p>Chili Cheese Dog</p> <p>NY w/Mustard & Sauerkraut</p> <p>Guinness Beer Brats w/Whole Grain Mustard</p> <p>Sides:</p> <p>Beer Battered Onion Rings</p> <p>Sweet Potato Fries Variety of Chips</p> <p>French Fries</p>  |
| <p>Sliders:</p> <p>Breaded Chicken (made to look and taste just like Chick fil A)</p> <p>Bacon, Cheddar Cheese & BBQ Sauce Burger</p> <p>Jalapeno & Pepper Jack Cheese Burge</p> <p>Buffalo Chicken</p> <p>Grilled Chicken</p> <p>Chili Cheese Burger</p> <p>Shredded Pork w/Coleslaw Meatball w/Marinara Sauce</p>  | <p>Sandwiches & Burgers:</p> <p>Hot Sicilian</p> <p>Roast Beef & Creamy Horseradish</p> <p>Turkey BLT</p> <p>Ground Peppercorn Burger</p> <p>Chili Cheeseburger w/Fritos on Top</p> <p>Bacon Cheeseburger</p> <p>Fish & Chips</p>  |

PROGRAM CONTACT INFORMATION

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Marketing Collateral POC: Faye Lorena (wilhelmina.lorena@us.af.mil) DSN 969-7503

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