

## 30 Top Tips to Drive Sportspick in Your Venue

1. **Appoint a dedicated Sportspick Captain** – make one staff member the key contact point for staff and players
2. **Get the staff involved** – have a staff briefing over a beer and get them to think about some ideas for driving Sportspick
3. **Make sure your Point of Sale is on display in prominent areas** – if you need more please call 03 9644 1600
4. **Place a Sportspick flyer with every purchase in the bottle shop**
5. **Use the back of the door** – place an ad for Sportspick on the back of the toilet door
6. **Deck out the staff** – have Sportspick T-Shirts for staff. Call 03 9644 1600 to order
7. **Get the badges working** – create a fun badge that encourages patrons to ask staff about Sportspick – maybe run a staff competition
8. **Contact your local clubs** – send a letter or deliver a bunch of flyers to your local sporting clubs, perhaps offer an incentive for the club that signs up the most players
9. **Contact your customers** – send a newsletter, email or SMS to your customers to sign them up
10. **Use your hold message** -
11. **Use your in-house AV equipment** – put a sign on your digital TV and make regular announcements on the PA
12. **Get some event staff in** - call your local promotions company and get some additional staff in to sign up players during pre-season broadcasts and peak periods
13. **Maximise your restaurant patrons** – why not put a message on the bottom of your restaurant receipts or flyers in with every menu
14. **Tent Cards** – get some tent cards and place them in the bar, TAB, restaurant, smoking areas etc
15. **Coasters** – use your Sportspick coasters in the front or Sports bar
16. **Local Press** – place an ad in your local paper promoting the venue and the Sportspick competitions you are running
17. **Letterbox local businesses** – put a workman's lunch offer together on one side and advertise Sportspick on the other
18. **Signage** – use internal signage, message boards & outdoor digital signage
19. **Banner** – print up a banner and place it along your fence or on the roof
20. **Host a Footy Clinic** – invite local footballers and have a footy clinic for the kids, then you can invite the parents to join Sportspick
21. **Give an incentive to sign up** – usually a free beer is all you need to attract players

## 30 Top Tips to Drive Sportspick in Your Venue cont.

22. **Have a sausage sizzle** – nothing attracts people like the smell of sizzling snags, host a BBQ and sign up players
23. **Use your membership program** – if you have a member rewards or loyalty program then use it to run down points for membership
24. **Invite your Bingo, Trivia players etc** – place a flyer on every seat, make an announcement etc
25. **Create some competition with your local rival** – challenge the pub or club down the road to a sign up target and a cumulative points target at the end of the year – maybe the loser shouts the bar!
26. **Remember the girls** – Sportspick isn't just about the fellas so make a concerted effort to recruit female patrons – maybe you can create a battle of the sexes competition
27. **Use the receipt** – you can create a custom message on the receipt so remind your patrons about upcoming competitions
28. **Get creative** – don't just focus on AFL/NRL, do you have a dedicated racing crew or a mass of soccer fans. Get them involved in the respective Sportspick competitions
29. **Link your website** – link to the Sportspick website so your customers can learn more before they come in and place a Sportspick logo on your site. Call Sarah on 03 9644 1600 to organize
30. **Local radio** – radio is a great medium to promote your venue and you can mention your local Sportspick competition
31. **Host a Sportsmen's Lunch/Night** – get together local sporting teams and host a night. It can be a great fundraiser for local charities and clubs and of course you can sign up guests to Sportspick to make sure they come back every week.