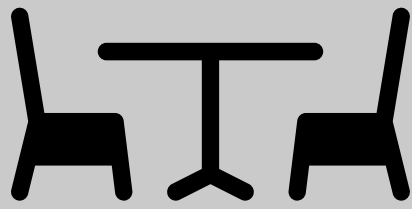
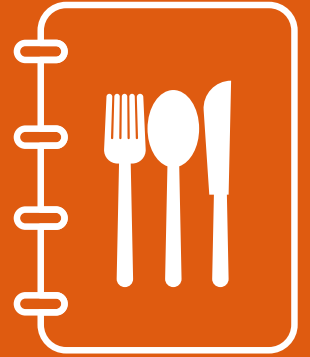


OPERATIONAL BEST PRACTICES

Eastern/Central

PARE DOWN THE MENU

- Minimize entree choices and maximize appetizers.
 - This will minimize back of house operations and maximize delivery time.
- Create event specific food/drink specials.

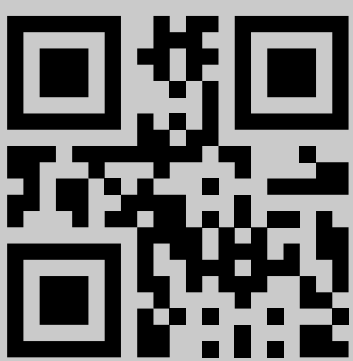


WATCH PARTY PREPARATION

- Optimize operational work flows which in return will maximize revenues.
 - Table set up
 - Reservations
 - Designated standing room

STAFFING

- Implement internal staffing levels based upon event popularity.
- Assign an event host to manage the watch party.
- Create a unique/memorable customer experience.

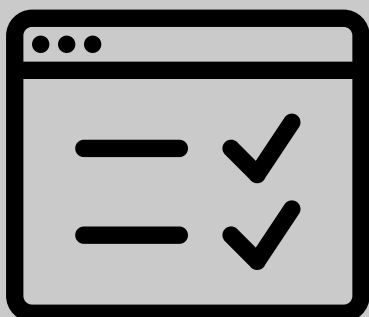


LEAD CAPTURE

- Use reward/loyalty programs to capture fans and incentivize return business.
 - QR Codes, Email blasts, social media

POINT OF SALE ASSETS

- Utilize POS material - i.e Posters, digital assets.
 - Fight night - take advantage of the packed house and promote the next PPV.
 - promote in store and on social



TESTING PROCEDURES

- Check signal/channel as early as 12:00pm ET day of event.
 - Call JHP if location experiences any technical issues.

OPERATIONAL BEST PRACTICES

Mountain/Pacific

VENUE WITHIN A VENUE

- Section off a designated area for PPV viewing during the dinner rush.
 - designated room, tables, tvs.
 - fight specific food/drink specials

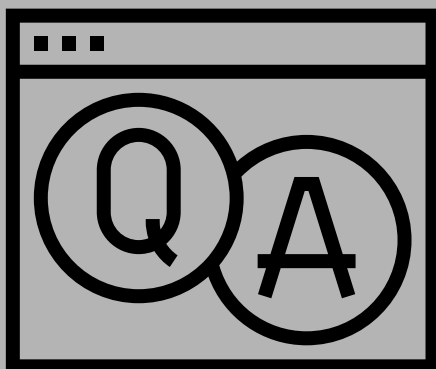


VIP SEATING

- Designate areas around the bar i.e booths, high tops and bar seat with clear view of the TVs.
 - Reserved via cover charge or loyalty program.
 - Receive priority service

TABLE MINIMUM

- Utilized in addition to or instead of cover charges
- Determined by party size or check minimum



WINNERS PICK EM'

- Enhance the customer experience by engaging the customers with the event specific 'pick em' sheet.
 - Winner receives free drink/appetizer, discount on return visit.

POST EVENT SPECIALS

- To increase dwell time, offer specials that become available either post main card or at a later date.

