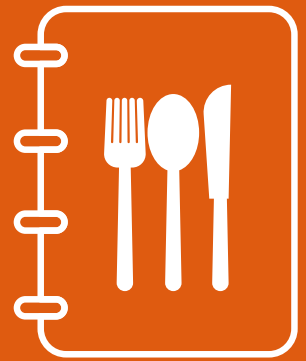


OPERATIONAL BEST PRACTICES

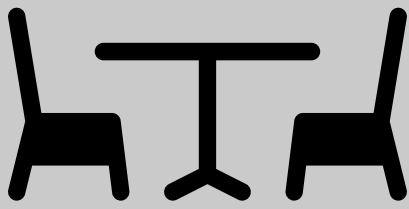
Eastern/Central

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.



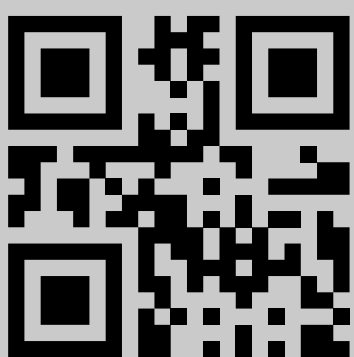
WATCH PARTY PREPARATION



- 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 and memorable customer experience.

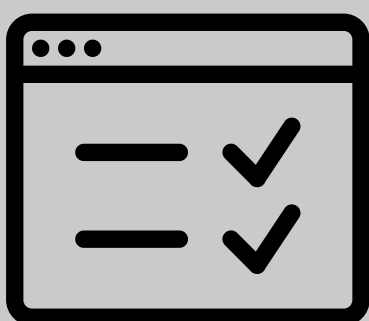


LEAD CAPTURE

- 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.
 - Event night - take advantage of the packed house and promote the next watch party.
 - Promote in store and on social



TESTING PROCEDURES

- Check your signal and channel as early as 12:00 p.m. ET day of event.
 - Call JHP with 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
 - Event specific food/drink specials

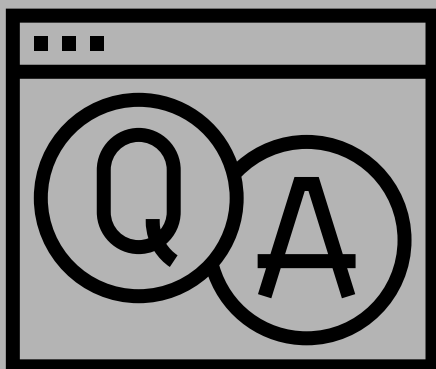


VIP SEATING

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

TABLE MINIMUM

- Utilize 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.
 - Can be found on the JHP Marketing Hub
 - Winner receives free drink/appetizer or 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.

