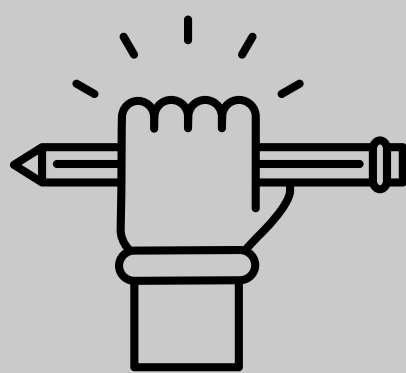


# PROMOTIONAL BEST PRACTICES

## Point of Sale

### POSTERS

- Be sure to hang POS materials upon arrival. JHP aims to have posters delivered two weeks prior to each event.
- Hang in high traffic areas - entryways, bathrooms, hallways, windows etc.
- Generic posters are provided as well. Should be hung up at all times and in case of last minute card changes.



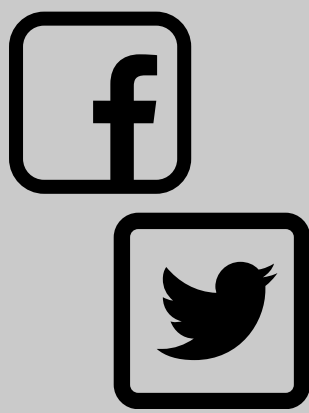
### EDUCATE STAFF

- Have all staff (bartenders, hostesses, wait staff) personally invite all patrons that they communicate with, to the upcoming watch party - starting two weeks out.
- Be sure that all staff members are informed about the upcoming fight - JHP provides fact sheet.

## Digital

### SOCIAL ADVERTISING

- Utilize advertising via paid or organic on the National and store level starting three weeks out from each event.
- JHP to provide a 'Marketing Cheat Sheet'.

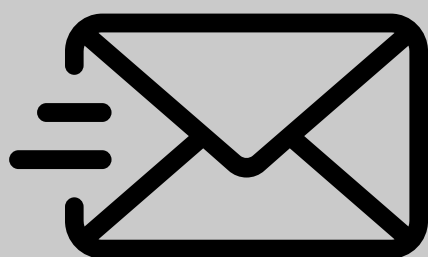


### SOCIAL PLATFORMS

- Be sure to play to each social platform's strengths.
  - Facebook - informational purposes - i.e, create a Facebook event for each event. Interact with users and have staff share to increase awareness.
  - Twitter - conversational
    - Use event specific hashtags, quote tweeting, interjecting in conversations.

### COMPANY WEBSITE

- Promote on company website via:
  - prominent display on homepage, banner ads, website backgrounds - Assets available in JHP Marketing Hub.
- Standing announcement that PPVs are shown in store and update regularly with event specific information.



### EMAIL ADVERTISING

- Be sure to send at least two e-blasts per week, starting three weeks out from the event.
  - Utilize system wide 'Rewards Members' and store level rolodex.