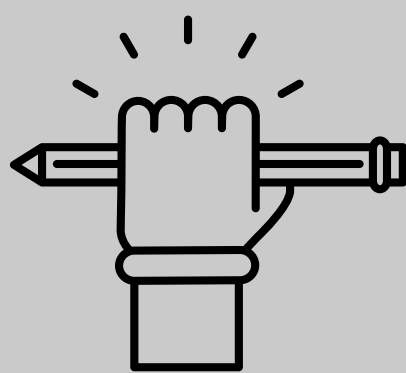


PROMOTIONAL BEST PRACTICES

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, like entryways, bathrooms, hallways, windows, etc.
- Quarterly schedule posters are provided as well. Should be hung up at all times 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 event - JHP provides fact sheet.

Digital

SOCIAL ADVERTISING

- Utilize advertising via paid or organic social media starting three weeks out from each event.
- JHP to provide a 'Marketing Cheat Sheet'.

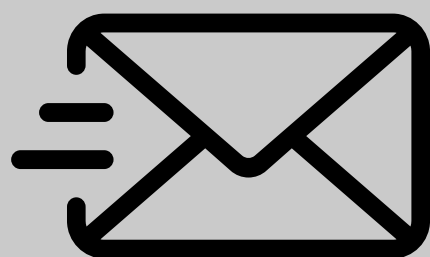


SOCIAL PLATFORMS

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

COMPANY WEBSITE

- Promote on company website
 - Prominent display on homepage, banner ads, website backgrounds. Assets available on JHP Marketing Hub.
- Standing announcement about upcoming PPVs 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.
 - If you have a loyalty program, utilize that list.