



NHL 100 CLASSIC™

1917 OTTAWA 2017



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GRAND PRIZE DETAILS

NHL 100 CLASSIC

Ultimate Pro Hockey Experience

GRAND PRIZE:

- Participate in the ASHL East vs. West All-Star Game played during the NHL 100 Classic Festival in **Ottawa, ON**
- Tickets to 2017 NHL 100 Classic @ Lansdowne Park on **December 16, 2017**
- Lots of Molson swag
- NHL alumni coaches
- And more..



Game on: December 16, 2016
@ Lansdowne Park

HOW TO ENTER

CONTEST DETAILS

- Contest dates: **September 25th, 2017 to October 31st, 2017**
- Scan your Puck Buck Loyalty Card on ANY PURCHASE at the Thirsty Penguin to enter the contest:
 - Every ***Puck Buck earned equals one (1) entry***
 - Maximum of 10 Puck Bucks earned per visit
 - One (1) winner per Canlan location (with the exception of Burnaby w/ two (2))
 - Each Grand Prize consists of an invitation for the ***winner and two (2) of his/her ASHL teammates***
 - No Purchase Necessary rules apply
 - Ballots will be available at each location
 - Maximum of 10 ballots per visit

IMPORTANT: This contest is **no longer based on the top Puck Buck earning team**. It's based on Puck Bucks earned by the individual. The more Puck Bucks earned by an individual the more entries into the contest.



WEEKLY CONTEST WINNERS

PENALTY FREE VOUCHERS:

- Custom NHL 100 Classic Penalty Free Vouchers will be available during the contest
- We're switchin' up the offering during the promotional period
- Don't worry! We'll cover any additional costs
- Vouchers will expire November 9th

PURPOSE:

- Helps drive traffic to the Thirsty Penguin
- Utilize an existing program to bring attention to the promotion
- Supports Molson Canadian
- Helps increase sales
- Increases Team Puck Buck totals



ANNOUNCEMENT PARTY

PARTY ATTENDEES:

- Qualifying Draw
- Every Puck Buck earned is an entry into the contest
- On November 1st 2017, a random draw of **twenty (20) qualifiers** per location will be drawn
- Selected qualifiers will be invited to the Announcement Party on **November 9th**
- Qualifiers **MUST** be in attendance to **win** (or send an alternate) and they will be encouraged to bring their teammates

PARTY DETAILS:

- Party execution checklist will be provided by **end of September**
- Additional Molson signage package will be provided prior to the event
- Facility best practices will be shared on how to leverage Molson resources & execute an engaging event while increasing F&B revenue
- Budget and plan for this event accordingly (i.e. maximize LSM funds)

INVITATION PROCESS:

- On November 2nd the twenty (20) qualifiers per facility will be sent an invitation to the party
- The invitation will be handled by corporate, but will be sent out on the facilities behalf and facilities will be made aware of the winners

ANNOUNCEMENT PARTY CON'D

SELECTION PROCESS:

Grand Prize:

- The twenty (20) qualifiers will be awarded entries based on when they were selected in the draw (see table)
- The balls awarded to the participants will be put into a bingo drum (like we've done in the past)
- We ask that every facility complete a reverse draw

PARTY EXECUTION - STAFF INCENTIVE:

- Party execution will be evaluated based on customer feedback & facility submissions
- **Top 3 facilities** will be award a cash prize*:
 - 1st Place = \$1,000
 - 2nd Place = \$750
 - 3rd Place = \$250

**Note: Poor execution of the promotion will negatively impact your ability to win the prize*

Order of Random Selection	# of Contest Entries (i.e. bingo balls)	Odds of winning the Grand Prize
Qualifier #1	20	20 in 210
Qualifier #2	19	19 in 210
Qualifier #3	18	18 in 210
Qualifier #4	17	17 in 210
Qualifier #5	16	16 in 210
Qualifier #6	15	15 in 210
Qualifier #7	14	14 in 210
Qualifier #8	13	13 in 210
Qualifier #9	12	12 in 210
Qualifier #10	11	11 in 210
Qualifier #11	10	10 in 210
Qualifier #12	9	9 in 210
Qualifier #13	8	8 in 210
Qualifier #14	7	7 in 210
Qualifier #15	6	6 in 210
Qualifier #16	5	5 in 210
Qualifier #17	4	4 in 210
Qualifier #18	3	3 in 210
Qualifier #19	2	2 in 210
Qualifier #20	1	1 in 210

STAFF INCENTIVES

TOP PERFORMING F&B SERVER - **WEEKLY**

- Top Puck Buck earning server per week will receive a gift card
- Gift card value: **\$25.00**
- Based on # of hours worked per week

TOP 2 PERFORMING FACILITIES - **GRAND PRIZE****

- **CRITERIA:** TPG locations with largest % increase in Puck Bucks vs previous year contest period.
- **NOTE:** Locations that did not achieve Puck Bucks growth during 2016 WC Contest must reach a threshold of +15% vs PY contest period to be eligible to win the Grand Prize.

SALES MANAGER*:

- ✓ Receives \$500 in Cash

F&B STAFF*:

\$500 in Cash per person:

- ✓ F&B Manager
- ✓ F&B Assist. Manager
- ✓ Top 2 Servers

ASHL STAFF*:

2 tickets to the 2017 NHL 100 Classic & ASHL All-Star Game
Winning Staff Members:

- ✓ League Manager
- ✓ Convener

***Winners are at the discretion of the GM**

****No restriction on the same facility winning YOY**

MARKETING MATERIALS

PRINT*:

- Limited 24x36 posters
- 11x17 posters
- Pop-up banners
- 1 horizontal banner (front lobby or Thirsty Penguin)
- Tent cards
- Floor decal
- Game sheet advertisement
- Penalty Free vouchers
- Menu inserts

DIGITAL:

- Web slider
- Box ad
- Social media ads
- Leader board
- Canlan TV
- Newsletters

**Delivery expected September 21th, 2017*

ITEMS REMOVED:

- Rink Boards
- Top 20 Leader Boards
- Bar coasters
- Branded pitchers
- Branded glassware

NEW ADDITIONS:

- T-shirts for servers
- Curbex signage
- Testimonial videos
- NewAd Size Posters (Dressing Rooms)
- Large stand-up curved banner



COMMUNICATION

EXTERNAL (CUSTOMER) COMMUNICATION

- A National campaign email will go out at the start of the promotion
- 5 testimonial videos will be emailed out from Sept 25th – Oct 31st
- Announcement party invitations will be sent out on November 2nd

INTERNAL COMMUNICATION

- **NEW!** NHL 100 Promotion website:
 - ✓ Link: <https://ashl.ca/nhl-100-promotion/>
 - ✓ Password: **NHL100**
- Website will include:
 - ✓ Contest details
 - ✓ FAQs and a google form to ask a question
 - ✓ Reporting
 - ✓ Announcement Party details
 - ✓ List of winners (once contest is complete)
- 11x17 posters to post in League/F&B offices



REPORTING

- All **No Purchase Necessary ballots** to be submitted on **November 1st, 2017**
- Weekly facility reports will be posted on the website

QUESTIONS

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