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2019 MOLSON COORS WINTER CLASSIC CONTEST **FACILITY EXECUTION CHECKLIST**

**FACILITY NAME:** INSERT HERE

**GENERAL MANAGER:** INSERT HERE

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| I. PRINT MATERIALS |
| ITEM | **DUE** | **DONE** | **ASSIGNED** | **COMMENTS** |
| POSTERS: 24x36” | 24-Sep |[ ]  Sales Manager |  |
| POSTERS: 11x17” | 24-Sep |[ ]  Sales Manager |  |
| Curbex Signage | 24-Sep |[ ]  Sales Manager |  |
| Horizontal Banner | 24-Sep |[ ]  Sales Manager |  |
| Roll Up Banners | 24-Sep |[ ]  Sales Manager |  |
| New Ad Posters (Dressing Rooms) | 24-Sep |[ ]  Sales Manager |  |
| Curved Banner Slip | 24-Sep |[ ]  Sales Manager |  |
| Rules and Reg’s in Restaurant | 24-Sep |[ ]  Sales Manager |  |
| No Purchase Necessary Ballots | 24-Sep |[ ]  F&B Manager |  |
| Menu Inserts | 24-Sep |[ ]  F&B Manager |  |

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| II. TRAINING MATERIALS |
| ITEM | **DUE** | **DONE** | **ASSIGNED** | **COMMENTS** |
| Contest Overview for Servers (Backroom Poster) | 24-Sep |[x]  National Office |  |

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| III. DIGITAL COMMUNICATION |
| ITEM | **DUE** | **DONE** | **ASSIGNED** | **COMMENTS** |
| E-Mail Newsletters | 24-Sep |[x]  National Office |  |
| Facebook Advertising Campaign | 24-Sep |[x]  National Office |  |
| Instagram Advertising Campaign | 24-Sep |[x]  National Office |  |
| ASHL.ca website takeover | 24-Sep |[x]  National Office |  |
| Leaderboard + Box Ads  | 24-Sep |[x]  National Office |  |
| Social Media asset takeover | 24-Sep |[x]  National Office |  |

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| IV. DRAW PARTY PREPARTION |
| ITEM | **DUE** | **DONE** | **ASSIGNED** | **COMMENTS** |
| Molson Rep Contacted w/Party Details | 10-Oct |[ ]  F&B Manager |  |
| Arrange Prize Giveaways | 10-Oct |[ ]  F&B Manager |  |
| Party Decorations from National Office | 5-Nov |[x]  National Office |  |
| Sound system reserved/tested | 10-Oct |[ ]  Sales Manager |  |
| Draw Barrel Reserved | 10-Oct |[ ]  Sales Manager |  |
| Appoint at least two (2) staff to run the Registration Table | 10-Oct |[ ]  Sales Manager |  |
| Obtain Podium | 10-Oct |[ ]  Sales Manager |  |
| Determine Menu Items | 31-Oct |[ ]  F&B Manager |  |
| Order beer for taste testing table | 10-Oct |[ ]  F&B Manager |  |
| Designate Individual for Draw Party Photos | 10-Oct |[ ]  Sales Manager |  |
| Purchase 210 ping pong balls | 10-Oct |[ ]  Sales Manager |  |
| Management Recap of meeting details and progress | 10-Oct |[ ]  Sales Manager |  |
| Items Required: Ballots / Beer Tickets / Pens / Ballot Box / Laptop w/ Salesforce Access | 10-Oct |[ ]  Sales Manager |  |
| Finalize Team Attendance after Receiving Qualifying Draw winners from National Office | 9-Nov |[ ]  Sales Manager |  |

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| V. DRAW PARTY EXECUTION |
| ITEM | **DUE** | **DONE** | **ASSIGNED** | **COMMENTS** |
| Confirm Registration Table Duties with Assignees | 12-Nov |[ ]  Sales Manager |  |
| Setup Registration Table and post Qualifying Draw winners in lobby | 12-Nov |[ ]  Sales Manager |  |
| Set up serving tables prior to event | 12-Nov |[ ]  Sales Manager |  |
| Set up taste testing tables and area for Molson Extreme Team | 12-Nov |[ ]  Sales Manager |  |
| At 8:05 p.m. bring out all food | 12-Nov |[ ]  Sales Manager |  |
| Photo Opportunity for Grand Prize Winning Team | 12-Nov |[ ]  Sales Manager |  |
| Grand Prize winner must answer the skill testing question | 12-Nov |[ ]  Sales Manager |  |

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| VI. GRAND PRIZE WINNER COMMUNICATION |
| ITEM | **DUE** | **DONE** | **ASSIGNED** | **COMMENTS** |
| Grand Prize Winner sent to National Office after Draw | 12-Nov |[ ]  Sales Manager |  |
| E-Mail to Announce Grand Prize Winners | 13-Nov |[ ]  National Office |  |
| Photo of the Grand Prize Winner sent to National Office | 13-Nov |[ ]  Sales Manager |  |
| Grand Prize Winner Posted on Player’s Bench Message Board | 13-Nov |[ ]  League Manager |  |