

Football Season



Drive Customers Back All Season Long

A Great Sponsorship

**Can give you an exceptional amount of
return on your initial investment for a
longer duration of time and connections
that can last a lifetime!**



1. The Landscape: Football Season Opportunities in the On-Premise Market

Challenges for Sports Bars:

- Intense competition for consumer attention.
- Need for unique, engaging experiences beyond simply showing games.
- Difficulty attracting and retaining large groups for consistent, high-value visits.
- Maximizing food and beverage sales during peak (and off-peak) times.

Opportunities for Beverage Brands (and You):

- Huge, engaged audience of **55 million+ fantasy sports players** and millions more NFL fans.
- Untapped potential for turning seasonal interest into year-round loyalty.
- A clear path to significantly increase **on-premise consumption** of your brands.

2. Our Solution: The Ultimate Fan Engagement Engine

A. Host Epic Fantasy Football Draft Parties - Done For You!

- **The Problem:** Bars struggle to book these highly lucrative group events.
- **Our Solution:** We handle the playbook, from crafting irresistible offers to setting up landing pages for bookings.
- **Seamless Setup:** We provide tools and strategy; bars simply open their doors.
- **Automated Engagement:** Capture guest information and retarget attendees for future events.
- **Captive Audience, Higher Sales:** Extended dwell time naturally leads to increased food and beverage purchases.
- **Increased Visit Frequency:** Draft parties are just the beginning of a season-long relationship



3. Our Solution: The Ultimate Fan Engagement Engine

B. Boost Engagement & Sales with Our Football Challenge Platform!

- **The Problem:** Game days can be inconsistent; bars need a compelling reason for fans to choose them.
- **Our Solution:** A turnkey platform that gamifies the NFL season, driving repeat visits and increasing revenue.
- **Customizable Pick'em Platform:** User-friendly online interface, branded for each bar.
- **Live Engagement Tools:** Dynamic leaderboards and scoreboard graphics for in-house TVs.
- **Automated Engagement Loop: Your 24/7 Marketing Engine:**
 - **Tuesday:** Season Kick-off & Weekly Picks email/social posts.
 - **Thursday (5 PM):** Friendly Reminder email/stories for picks (driving Thursday night game traffic).
 - **Monday Night:** Weekly Results email (creating buzz, celebrating winners, shouted out on social).
 - **Next Tuesday:** Loop repeats, driving anticipation for the next week's games.
- **Zero Extra Work for the Bar:** Once signed up, the platform handles all communication and promotion automatically.

3. Proven Playbook for Profit: Our Track Record

Our strategies consistently turn modest investments into significant returns for our partner bars:

Fantasy Football Draft Parties:

- **200+ Parties Booked**
- **\$50k+ In Revenue Generated** for participating establishments.
 - *(Results may vary, but our strategies are proven to drive substantial growth.)*

Football Challenge Platform:

- **30%+ Increase in Game-Day Traffic** reported by partner bars.
- **2X Longer Patron Stays** during Challenge nights.
 - *(Results can vary based on promotion and bar efforts.)*

Imagine consistently full tables and a buzzing atmosphere every NFL game day!



4. The Distributor's Win: How *You* Score Big with Our Partnership

Our platforms are not just a win for bars; they are a direct win for **your beverage brands and your distribution network**.

- **Massive Increase in On-Premise Sales:** More patrons, longer stays, and exciting event-driven consumption directly translate to significantly higher sales volume for **your beer and spirit brands**.
- **Enhanced Brand Visibility & Loyalty:** Your brands become deeply embedded in the fan experience. When customers are engaging with exciting football events, and seeing your branding and specials, it builds a powerful, positive association.
- **Direct Access to an Engaged Consumer Base:** Our platform captures customer data (name, email), providing valuable insights into a highly engaged audience. This allows for future targeted marketing opportunities (within legal guidelines).
- **Strengthened Retailer Relationships:** By bringing valuable, "done-for-you" solutions to your bar clients, you position yourself as a true partner invested in their success, fostering stronger, more loyal relationships.
- **Competitive Advantage:** In a crowded market, associating your brands with these high-value, immersive fan experiences gives you a significant edge over competitors.



5. Our Partnership Proposal: A Winning Combination

To truly maximize the impact and scale of this opportunity, we propose a strategic partnership:

- **A. Promotional Funding (Cash Contribution):**
 - To help us expand our reach, onboarding more sports bars across the country.
 - To cover platform costs for participating venues, making it even more attractive for them to adopt our solutions.
 - This investment directly translates to more foot traffic and increased sales of your brands.
- **B. Branded Merchandise for Giveaways:**
 - Provide high-quality, branded items (e.g., Budweiser-branded buckets, hats, t-shirts, glassware, koozies) to enhance the fan experience.
 - These items serve as continuous brand exposure and incentivize participation in events and challenges.
- **C. Drink Special Collaboration & Support:**
 - Co-fund or directly support attractive "bucket deals" (e.g., "5 Budweisers for the price of 4") and other drink specials featuring your specific beer and spirit brands.
 - We can integrate these specials directly into the platform's messaging and in-venue TV displays, ensuring maximum visibility to our highly engaged audience.



6. The Bottom Line: A Hands-Off Growth Engine for Your Brands

Our platforms turn seasonal football excitement into a consistent, year-round customer loyalty engine for your brands. We offer a proven, automated solution that drives foot traffic, increases dwell time, and boosts beverage sales at sports bars across the nation.

This isn't just a promotion; it's a strategic investment in on-premise growth and long-term brand building.

Next Steps: Let's Develop a Tailored Game Plan

We are eager to discuss how we can customize this partnership to meet your specific brand objectives and market priorities.

Let's schedule a meeting to:

- Dive deeper into market-specific opportunities.
- Review potential integration points for your brands.
- Outline a detailed partnership model that guarantees a significant return on investment for your distribution network.

Contact Us Today to Score Big!





Benefits for For Sports Bars!

01

Boost Revenue

- Significant increase in food & beverage sales from longer patron stays and higher group spending.
- Guaranteed revenue generation from Fantasy Draft Parties, offsetting initial investment.

02

Attract & Retain Customers

- Bring in large groups of highly engaged fans for both draft parties and consistent game-day traffic.
- Automated re-marketing system effortlessly converts casual visitors into loyal, repeat customers throughout the season.

03

Enhanced Fan Engagement

- Gamified experience with live leaderboards and dynamic scoreboard graphics keeps fans highly immersed and entertained.
- Transforms the bar into the ultimate, buzzing go-to destination for football season.

04

Social and Media presence

- Posted to all social media platform which allows exposure to all followers around the country



Benefits for For Beverage Brands / Distributors

01

Drive On-Premise Sales

- Directly translates to a massive increase in sales volume for your beer and spirit brands due to higher foot traffic and extended patron stays.
- Optimizes consumption opportunities during key sporting events.

02

Amplify Brand Visibility

- Integrate your brands directly into exciting, interactive fan experiences and prominent in-venue promotions.
- Build strong, positive brand association and loyalty with a highly engaged, captive audience.

03

Strengthen Retailer Partnerships

- Position your company as a true, value-added partner by providing cutting-edge, traffic-driving solutions to your bar clients.
- Foster deeper, more collaborative, and loyal relationships within your distribution network.

04

Expand Market Reach

- Access new and existing consumer segments within the vast fantasy sports and NFL fan base across your territories.
- Gain a significant competitive advantage by offering unique, proven, and measurable programs to your accounts.

Thank You

<https://restaurant.eatdrinklocals.com/>