

# White Paper: Unlocking Your Bar's Potential During Football Season

Prepared for: Sports Bar Owners & Managers

Learn How: Create More Revenue During Football Season

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## Introduction: The Untapped Goldmine of Football Season

Every fall, millions of fans get excited for football season. They're looking for a place to watch the games, celebrate with friends, and feel like part of the action. For a sports bar, this is a huge opportunity. Many of your customers are already in Fantasy Football leagues, and almost all of them follow the NFL.

But are you truly making the most of this excitement?

Many bars host Fantasy Football draft parties or show the games, but they miss out on easy ways to turn a one-time event into loyal, repeat customers. Simple things like not getting customer information or having a weak promotion plan can cost you thousands of dollars.

This paper will show you how our two simple, "done-for-you" programs can help you capture that lost revenue. We provide the tools to not only pack your house for draft parties but to keep customers coming back week after week, all season long. We handle the marketing playbook, so you can focus on running your bar.

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## Program 1: Host Epic Fantasy Football Draft Parties - Done For You!

Fantasy Football is a national obsession. Over 55 million adults play, and every league needs a place to hold its draft party. These parties are the perfect opportunity to get large groups into your bar for an extended period. Our program makes it easy to become the go-to spot for these events.

**The Problem:** Many bars that host draft parties don't have a system. They give a group a table but don't have an exciting offer to draw them in and, more importantly, they don't have a way to market to them later. It becomes a one-and-done event.

**Our Solution:** We provide a complete, "Done-For-You" package that makes booking and hosting these parties effortless for you and exciting for your customers.

### How We Help You Win:

- **Attract Large Groups:** Fantasy leagues usually have 10-12 members, which means bigger checks and a lively atmosphere.

- **We Handle the Marketing:** We create and schedule over 10 engaging posts for your Facebook and Instagram pages, promoting your bar as the best place for a draft party. We even set up a special webpage for leagues to book their party directly with you.
- **Capture Customer Information:** This is key. We get the contact info from the people at the party so we can automatically remind them to come back for game days throughout the season.
- **Keep Them There Longer:** A draft party isn't a quick in-and-out visit. Guests stay for hours, ordering food and drinks the entire time, which means higher sales for you.

**Our Guarantee:** We are so confident in this program that we make a simple promise: Invest **\$299**, and we guarantee you will generate at least **\$6,000 in revenue**—that's a return of \$20 for every \$1 you spend—or you get your money back.

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## Program 2: The Football Challenge Engagement Platform

Once the season starts, the challenge is keeping customers engaged and choosing *your* bar over the competition every week. Our Football Challenge Platform turns watching the game into an interactive experience that keeps them coming back.

**The Problem:** Showing the games on TV is not enough. Customers can do that at home. You need to offer a unique experience that makes your bar the most exciting place to be on game day.

**Our Solution:** We provide a fully automated, branded platform that lets your customers compete against each other by picking the winners of each week's NFL games. It's simple for them, and zero extra work for you.

### How It Works: Your Automated Engagement System

1. **Simple Signup:** Customers scan a QR code on a table tent or menu. They enter only their name and email. That's it. No complicated apps to download.
2. **We Take Over:** Once they sign up, our system runs on autopilot.
  - **Tuesday:** We email everyone and post on your social media, prompting them to make their picks for the upcoming week.
  - **Thursday:** We send a reminder email to anyone who hasn't made their picks, encouraging them to visit for the Thursday night game.
  - **Monday Night:** After the games, we email the weekly results and post the winners on your social media. This creates friendly competition and buzz.
  - **The Next Week:** The cycle repeats, keeping your customers engaged and your bar top-of-mind.

**Score Big with These Benefits:**

- **Increase Game-Day Traffic:** Our partner bars report up to a **30% increase in traffic** on game days. The weekly reminders and leaderboard updates give people a reason to come in.
- **Keep Patrons Longer:** Customers who are part of the challenge stay longer to watch the games and see how their picks are doing.
- **Live TV Leaderboards:** Display live standings and weekly winners on your TVs. This creates a dynamic, stadium-like feel right in your bar. (Some additional cost may apply for hardware if needed).
- **Sponsor Ready:** You can easily add logos from your own sponsors (like a local brewery or business) right onto the platform and leaderboards, creating another source of revenue for you.
- **Zero Extra Work For You:** After the initial setup, the entire communication process is 100% automated. We handle the emails and social media posts, so you and your staff don't have to lift a finger.

## Conclusion: Your Winning Game Plan

Football season offers a predictable surge of interest and opportunity. By using our proven programs, you can stop being a passive observer and start actively attracting and retaining high-spending customers.

- Our **Fantasy Football Draft Party Package (\$299)** is the perfect, low-risk way to kick off the season with guaranteed revenue.
- Our **Football Challenge Engagement Platform (\$999 - *includes the Fantasy Football package*)** is your season-long engine for driving repeat business, increasing sales, and building a loyal community of regulars with no extra work for your team.

Stop leaving money on the sidelines. Let us help you turn this football season into your most profitable one yet.

Learn More @ <https://restaurant.eatdrinklocals.com/>

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