



Putt-Putt's® 60th Anniversary Marketing Plan

June 21, 2014 - August 20, 2014

Promotions and Events

Below is a list of possible promotions and events your facility can participate in during our 60th Anniversary celebration. Refer to the calendars enclosed and plan each promotion and event according to holiday and local school dates! The Home Office is available for support with any and all events! **Please contact Hannah at hannah@puttputt.com or 336-714-3952 for any custom collateral design for any event or promotion held at your facility during the promotional period.** All events and promotions can be advertised through social media and radio. All radio promotions should be set up with local radio stations before March to ensure the most awareness to your audience.

Please remember to send in all advertising and promotional materials to the Home Office, prior to publication, to ensure they meet the brand standards and that they will be eligible for reimbursement under the marketing guidelines. Our reimbursement guidelines require that franchisees provide a print or digital version of ads showing proper use of the brand graphics and proof of media costs.

- Kick-off our 60th Anniversary with a local Putt-Putt® Tournament and/or cookout.
- Coordinate Treasure Hunts at location using fun facts. Example: post clues on social media such as a close-up picture of something in your park. The participant must know where that item is to receive the prize.
- Sell Putt-Putt® Golf for \$0.60 on Wednesdays during June 21st - August 20th.
- Have a birthday cookout on June 21st, or another day, with drawings for free t-shirts and other collateral branded with the 60th Anniversary logo.
- Set up social media contests. Example: "Retweet the daily special for a chance to win a free VIP pass to Putt-Putt Fun Center in ____." The next day pick a person that retweeted the daily special and send a private message with the details on how to redeem their prize!
- Work with a local charity, and host an event for families such as a 5k walk or run.
- Host 7 weekly Putt-Putt® Tournaments. On week 8 invite the 7 weekly winners to a championship tournament with a grand prize of free Putt-Putt® Golf for a year.
- Invite local vendors to help sponsor events.
- Radio give-a-ways for 60 days. Radio advertising can include: family 4 packs, birthday party discounts, and 60th Anniversary t-shirts.
- Free Putt-Putt® Golf for those who are 60 and over, with paying putter from June 21st - August 20th.

Social Media Campaign

Fun facts will be posted on the Corporate Facebook® fan page and Putt-Putt® Hope Mills Twitter® account (@puttputtHM) every day during the promotional period. All posts will be marked with the hashtag #puttputt60. We ask that all franchisees who have a social media presence share these posts as they can be a good way to incorporate the promotion into your facility.

Share the fact, and post that if your followers know the fact of the day, they get a prize or special offer that day in your facility. (i.e., one free hotdog, or buy one get one round of Putt-Putt® Golf). This promotion could be done weekly during the 60-day celebration! The prizes or special offers will vary with each franchise. All prizes and promotions should build excitement and raise awareness of individual facilities during the anniversary period.

Press Releases

Press releases will be distributed throughout the promotional period in regional markets. Please notify the Home Office, as soon as possible, of any promotions or events your facility will have that could be included in local releases.

Radio Script

Putt-Putt® Radio - :60 (Script for :44 doughnut)

Production instructions: The radio campaign runs M-F only, alternating 60th Anniversary script and tournament script daily.

60th Anniversary Script

Music intro

Annncr:

Putt-Putt® is celebrating 60 years of FUN, and they want to celebrate with you! -- take the kids to enjoy Putt-Putt® Golf,... *(list all attractions)*!

Putt-Putt® Fun Center will offer FUNtastic 60th Anniversary specials for 60 days -- that's June 21st through August 20th!

Some specials are \$.60 Putt-Putt® Golf every Wednesday until August 20th, and FREE Golf for those who are 60 and over with a paying putter!

For details on our daily specials and for more information about our FUNtastic 60th Anniversary Celebration, visit puttputt.com or check us out on Facebook or Twitter for insider deals! And summertime means we're open later too! *(List Hours)*

Putt-Putt® Fun Center is located in _____ on _____ next to _____. Come on out for a great time!

Music out

Tournament Script

Music intro

Annncr:

Putt-Putt® is celebrating 60 years of FUN and they want to celebrate with you! -- take the kids to enjoy Putt-Putt® Golf,... *(list all attractions)*!

To celebrate their anniversary they are giving away free Putt-Putt® Golf for a year to one lucky Putt-Putt® Championship winner on August 14th! Qualifying tournaments are every Thursday until the championship! 7 tournaments, 1 championship, and only ONE grand prize winner!

For details on the tournament and for more information about our FUNtastic 60th Anniversary Celebration, visit puttputt.com or check us out on Facebook or Twitter for insider deals! And summertime means we're open later too! *(List Hours)* Go practice your best putt!

Putt-Putt® Fun Center is located in _____ on _____ next to _____. Come on out for a great time!

Music out

June 2014



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
	<ul style="list-style-type: none"> Make sure all 60th Anniversary collateral was ordered from Marketing Order Form #2 	<ul style="list-style-type: none"> Order 2 grand prizes to be used for monthly drawing on July 22nd and August 20th End of School Party e-blast. Add report card promotion Check local school calendars for dates 				
8	9	10	11	12	13	14
			<ul style="list-style-type: none"> Plan social media promotions or special offers for 60th Anniversary 	<ul style="list-style-type: none"> Contact PTA/Booster Clubs about fundraising School's Out e-blast with report card promotion Check local school calendars for dates 		
15	16	17	18	19	20	21
<ul style="list-style-type: none"> Put up Father's Day collateral 		<ul style="list-style-type: none"> Father's Day e-blast Post special on social media 			<ul style="list-style-type: none"> Put up 60th Anniversary collateral (posters/banners, scratch cards, score cards, social media profile, and cover pictures) 	60th Anniversary! <ul style="list-style-type: none"> Start collecting entries for grand prize drawing on July 22nd and August 20th Start sign-ups for local tournaments <p>*60th social media post</p>
22	23	24	25	26	27	28
Father's Day <ul style="list-style-type: none"> Social media post honoring dads <p>*60th social media post</p>	<ul style="list-style-type: none"> Take down Father's Day collateral <p>*60th social media post</p>	<ul style="list-style-type: none"> Anniversary e-blast. Include \$0.60 Putt-Putt® Golf, social media promotion, prize monthly drawing, and cookout <p>*60th social media post</p>	<ul style="list-style-type: none"> \$0.60 Putt-Putt® Golf social media post \$0.60 Putt-Putt® Golf <p>*60th social media post</p>	<ul style="list-style-type: none"> Host 1st local tournament Congratulate winner on social media <p>*60th social media post</p>		<p>*60th social media post</p>
29	30	Notes <ul style="list-style-type: none"> Share 60th Anniversary social media posts everyday via the Corporate Facebook® page and add promotional offer of your choice weekly. Select a weekend to host a 60th birthday cookout for Putt-Putt®. Offer free Putt-Putt® Golf for those who turn 60 years old during June 21st - August 20th. E-mail Hannah at hannah@puttputt.com for custom e-blast and social media graphics. 				
*60th social media post	*60th social media post					

July 2014



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
			<ul style="list-style-type: none"> • \$0.60 Putt-Putt® Golf 	<ul style="list-style-type: none"> • Host 2nd local tournament • Congratulate winner on social media 	Independence Day <ul style="list-style-type: none"> • 4th of July social media post 	
		*60th social media post	*60th social media post	*60th social media post	*60th social media post	*60th social media post
6	7	8	9	10	11	12
<ul style="list-style-type: none"> • Begin radio promotions 		<ul style="list-style-type: none"> • Youth Group e-blast • Youth Group social media post 	<ul style="list-style-type: none"> • Youth Group social media post • \$0.60 Putt-Putt® Golf 	<ul style="list-style-type: none"> • Host 3rd local tournament • Congratulate winner on social media 		
*60th social media post	*60th social media post	*60th social media post	*60th social media post	*60th social media post	*60th social media post	*60th social media post
13	14	15	16	17	18	19
<ul style="list-style-type: none"> • Cont. radio promotions 			<ul style="list-style-type: none"> • \$0.60 Putt-Putt® Golf 	<ul style="list-style-type: none"> • Host 4th local tournament • Congratulate winner on social media • 60th Anniversary Drawing e-blast 	<ul style="list-style-type: none"> • 60th Anniversary Drawing Grand social media post 	
*60th social media post	*60th social media post	*60th social media post	*60th social media post	*60th social media post	*60th social media post	*60th social media post
20	21	22	23	24	25	26
<ul style="list-style-type: none"> • Cont. radio promotions 		<ul style="list-style-type: none"> • Grand prize drawing #1 • Congratulate winner on social media 	<ul style="list-style-type: none"> • \$0.60 Putt-Putt® Golf 	<ul style="list-style-type: none"> • Host 5th local tournament • Congratulate winner on social media • Social media post about signing up for grand prize drawing #2 		
*60th social media post	*60th social media post	*60th social media post	*60th social media post	*60th social media post	*60th social media post	*60th social media post
27	28	29	30	31	Notes <ul style="list-style-type: none"> *Share 60th Anniversary social media posts everyday and add promotional offer of your choice weekly. • Offer free Putt-Putt® Golf for those who turn 60 years old during June 21st - August 20th. • E-mail Hannah at hannah@puttputt.com for custom e-blast and social media graphics. • Check local school calendars for back to school dates. 	
<ul style="list-style-type: none"> • Cont. radio promotions 			<ul style="list-style-type: none"> • \$0.60 Putt-Putt® Golf 	<ul style="list-style-type: none"> • Host 6th local tournament • Congratulate winner on social media 		
*60th social media post	*60th social media post	*60th social media post	*60th social media post	*60th social media post		

August 2014



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					*60th social media post	*60th social media post
3 • Cont. radio promotions *60th social media post	4 • Daily Special e-blast *60th social media post	5 • Contact soccer and foot- ball leagues about team sponsorships, group specials, and MVP awards *60th social media post	6 • \$0.60 Putt-Putt® Golf *60th social media post	7 • Host 7th local tourna- ment • Congratulate winner on social media *60th social media post	8 *60th social media post	9 *60th social media post
10 • Cont. radio promotions *60th social media post	11 • Contact Teachers about Buster's Bookmark Pro- motion *60th social media post	12 *60th social media post	13 • \$0.60 Putt-Putt® Golf *60th social media post	14 • Host local Championship • Congratulate winner on social media • Grand prize e-blast *60th social media post	15 • Contact Toys for Tots Christmas Promotion *60th social media post	16 *60th social media post
17 • Cont. radio promotions *60th social media post	18 • Last days of summer be- fore school social media post (check local school calendars for dates) *60th social media post	19 *60th social media post	20 • Grand prize drawing #2 • Congratulate winner on social media • \$0.60 Putt-Putt® Golf *60th social media post	21 • Daily Special e-blast. • End of 60th Anniversary promotional period. Stop promotions.	22	23
24 • Cont. radio promotions.	25 • Corporate picnic and team building e-blast.	26	27 • Corporate picnic and team building social media post.	28	29 • Contact college newspa- pers about advertising.	30
31	Notes *Share 60th Anniversary social media posts everyday via the Corporate Facebook® page and add promotional offer of your choice weekly. • Offer free Putt-Putt® Golf for those who turn 60 years old during June 21st - August 20th. • E-mail Hannah at hannah@puttputt.com for custom e-blast and social media graphics. • Check local school calendars for back to school dates.					

60th Anniversary Collateral

The 60th Anniversary collateral will be available on the franchisee website. The Home Office highly recommends any and all use of the anniversary branded material for the promotional period and throughout the duration of 2014! Any collateral that can be ordered from Southern Golf will be included in the 2nd Marketing Order Form that will be sent out late February. Please contact Hannah at hannah@puttputt.com for custom collateral.

60th Anniversary Logo Options



Counter Card

.doc format



Scratch Card



Grand Prize Drawing Cards

4x3" pads of 100

A drawing card design with a blue and yellow background. It features the "Putt-Putt 60 years of Fun!" logo. To the left of the logo is the text "SIGN-UP" and to the right is "TO WIN!". Below the logo is a form with the following fields: "Full Name", "email", "Phone", and "BirthDay", each followed by a line for writing.

Full Name _____

email _____

Phone _____

BirthDay _____

Scorecard



SCORECARD



Player	1	2	3	4	5	6	7	8	9	1-9 Total	10	11	12	13	14	15	16	17	18	10-18 Total	Grand Total

- ▶ All play must begin from the tee mat.
- ▶ No more than four players together – allow faster groups to play through.
- ▶ Five stroke limit – if you do not complete the hole in four shots, pick up and mark a “5” on your scorecard.
- ▶ Each player in the group finishes the hole before the next player begins.
- ▶ If a ball comes to rest against a rail or obstacle the player may take one clubhead relief without penalty.

Pro par: 36

Amateur par: 45

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Facebook® Profile and Cover Picture



Twitter Profile Picture



Customer t-shirt

front

back

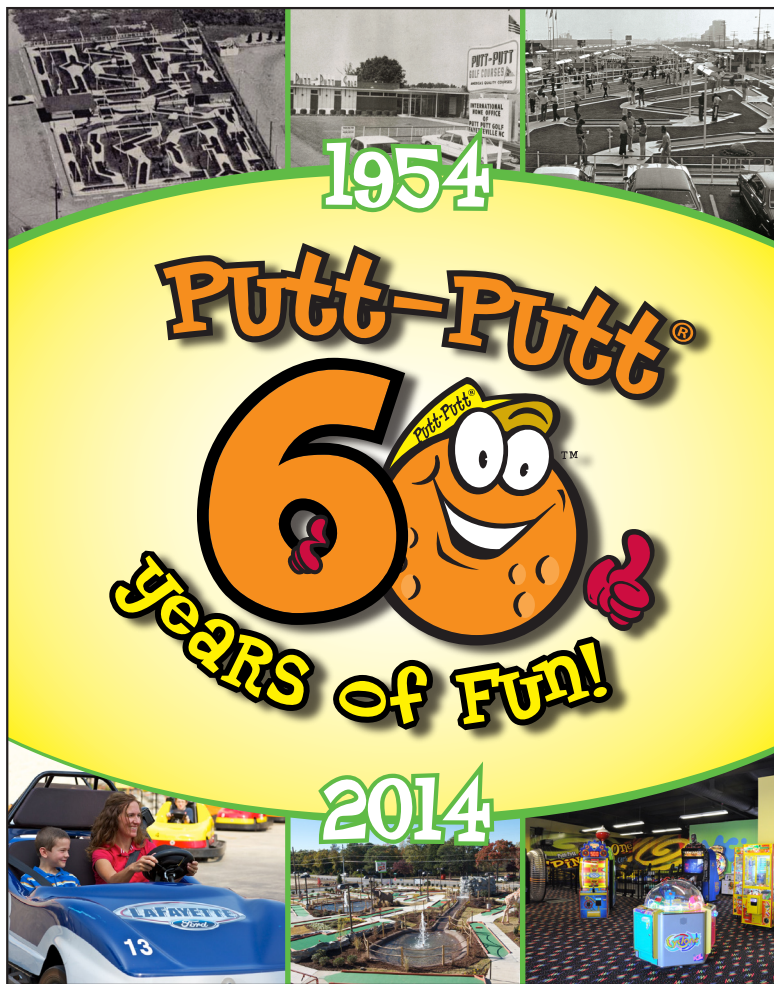


Employee t-shirt

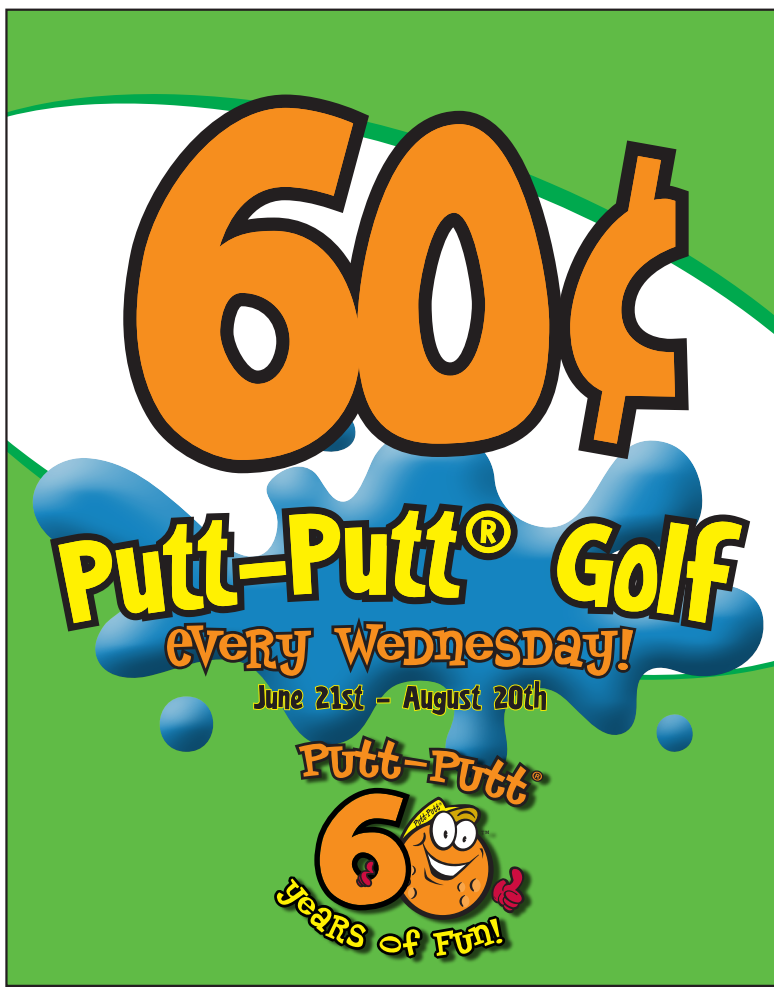
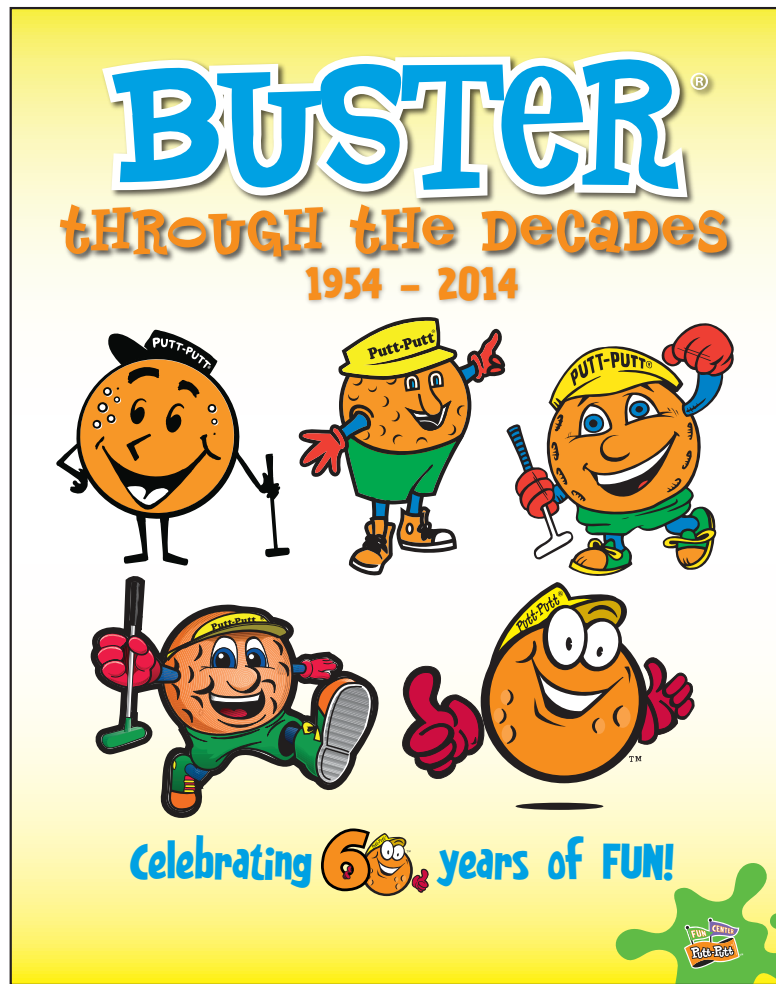
front

back





Send in pictures of facility to Hannah for custom poster





T.V. Screens

T.V. screens can also be used for social media posts and e-blasts!



Did Somebody say
Tournament?



● 7 Tournaments
● 1 Championship
● 1 Grand Prize Winner!

Ask cashier
for details!

60¢

Putt-Putt® Golf

every Wednesday!

June 21st - August 20th

FREE

Putt-Putt® Golf



for those 60 or over
with paying putter!



FOLLOW US
@yournamehere
#puttputt60



Get inside information and
SPECIAL DEALS JUST FOR FOLLOWING

Billboard



Putt-Putt® Golf
Go Karts
Games
BUMPER Boats
+ more!



YOUR ROAD
YOUR TOWN

Billboard Option 2



Putt-Putt® Golf
Go Karts
Games
BUMPER Boats
Batting Cages



YOUR ROAD
YOUR TOWN

Banner 10 x 3'

Grand Prize Drawings
Daily Deals
& MORE!!



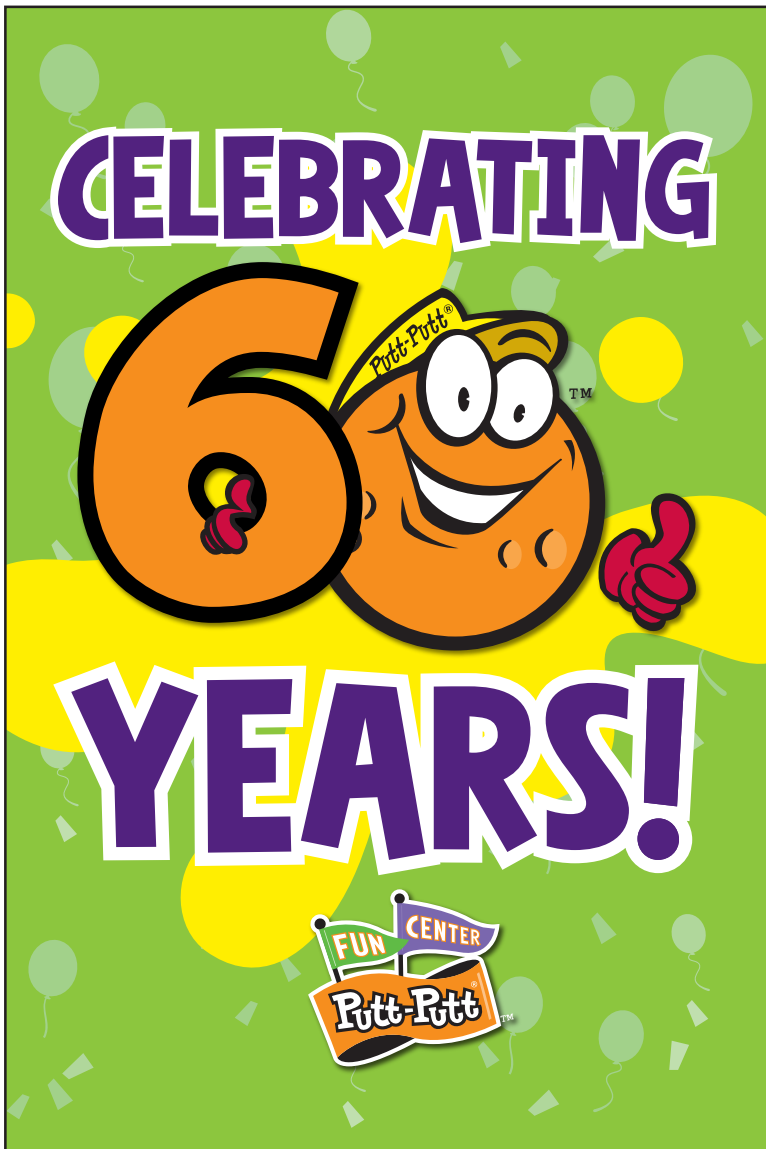
#puttputt60

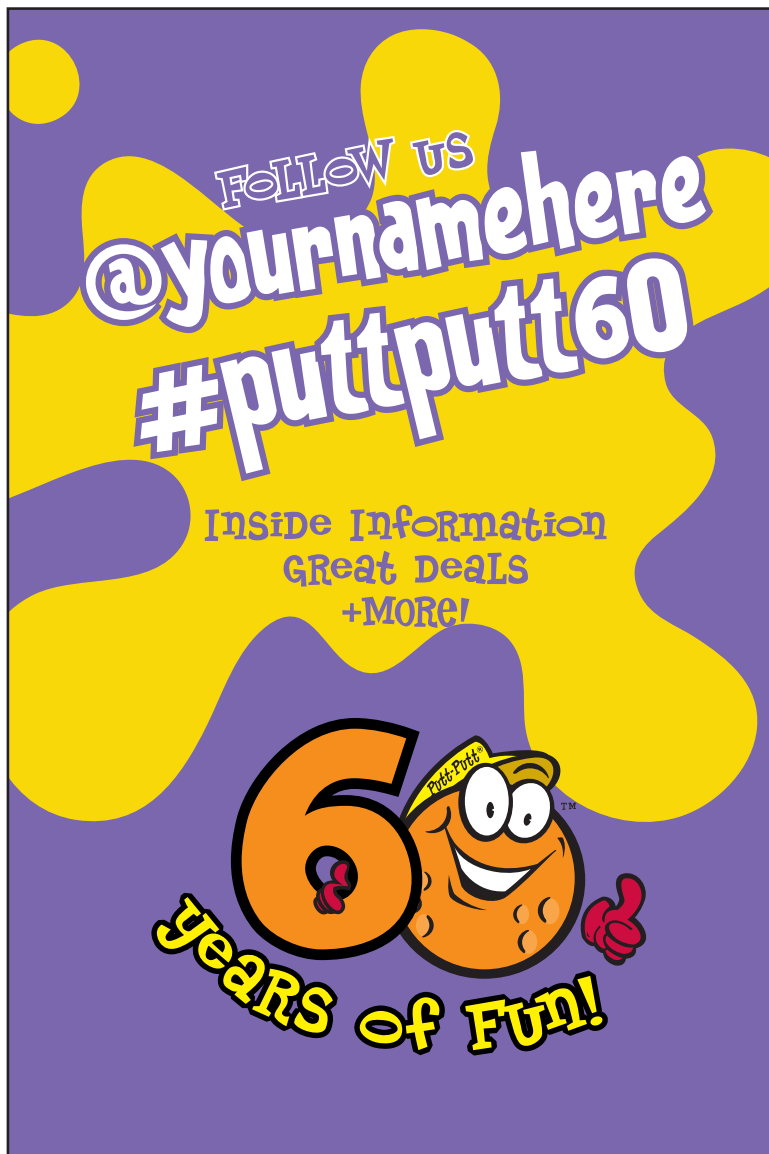
Banner 10 x 4'



Banners can be scaled proportionally to any size needed

Pole Banners





To find and download this collateral visit the franchisee website under the *Marketing & Advertising* tab. All collateral can be customized to each facility. Please contact Hannah for edits at hannah@puttputt.com or (336) 714-3952!