



GREENE KING
PUB PARTNERS

SPORTS CLUB

BE ON THE WINNING TEAM

From only **£10**
per month



**EVERYTHING
YOU NEED
FOR SPORT**

**DELIVER A GREAT
EXPERIENCE TO YOUR
CUSTOMERS.**



To register for Sports Club,
email your preferred monthly package to:

PPMARKETING@GREENEKING.CO.UK

THE COMPLETE SPORTS SOLUTION

Sports Club will provide you with everything you need to manage sport in your pub. For one simple monthly payment, you can benefit from over £1,000 worth of support and know that you have every sporting event covered.



KING OF BEERS



MATCHPINT
YOUR BEST MATE FOR SPORT

TAKE ADVANTAGE OF BUDWEISER AND COCA-COLA'S SUPPORT OF SPORT

Through its status of Official Partner of the English Premier League, Budweiser and Coca-Cola champion the football watching experience in British pubs, giving customers a reason to go to venues that stock their drinks of choice to watch football. Sign up to Sports Club and you can complete the circle to receive branded point of sale for every major UK football match. Scottish pubs will also be supported with unbranded fixtures posters for all key sporting events.

WHAT DO I GET WITH SPORTS CLUB?

We now have **two** packages you can choose from:

SPORTS CLUB ONLY £10 PER MONTH

FOOTBALL POS

You will receive monthly football point of sale kits covering every major UK football match, including:

- Weekly sports fixtures posters
- Premier League headline posters for every key match
- FA Cup POS
- Champions League POS
- Europa League POS
- League Cup POS
- Internationals POS

Scottish Pubs will also receive POS for Scottish Premier League matches and tournaments.

On top of that you will also receive fixtures posters for other sporting events such as:

- Formula 1 Grand Prix
- Golf
- Cricket
- Tennis



*For illustrative purposes only

worth
£500

KITS FOR MAJOR EVENTS

You will receive tournament support kits for major sporting events throughout the season which include marketing and promotions support for inside and online from our preferred sports partners such as Heineken, Guinness and Greene King IPA. Events included are Rugby World Cup, Six Nations and Euro 2020.

worth
£250

DIGITAL SUPPORT

You'll receive weekly emails giving you all the information you need on key matches for football, rugby and other sports. Digital images are also provided for your website and social media platforms.

PREMIER SPORTS CLUB ONLY £15 PER MONTH

Access **MatchPint** for just an **extra £5** a month, saving you **£170 a year** - exclusive to Greene King Premier Sports Club



MATCHPINT

MatchPint is the UK's most popular pub finder app and website, helping 1.9M unique sports fans find a bar showing the game last year. With the average person spending 220 minutes per day looking at their phone it's vital that you reach them there. See below for examples of how MatchPint uses digital platforms to connect pubs, brands and fans to drive unforgettable sporting moments in your pub.



MatchPint is a digital marketing tool proven to drive footfall, create customer loyalty and save you hours each week on your digital marketing. Investing in sport has never been more challenging. With punters watching sports in a wider range of places than ever before, getting your marketing for sport right is essential.



GET YOUR PUB TO THE TOP OF GOOGLE

BESPOKE SPORTS MARKETING TOOLS

ADVERTISE DIRECTLY TO MATCHPINT USERS

ACCESS EXCLUSIVE SUPPLIER PROMOTIONS

ENGAGE A WIDER AUDIENCE

GoCREATE!

Your online resource for Sporting event advertising

STEP

Go to **PubPartners.net**

STEP

Select **Marketing & Promotions**

STEP

Follow links to **GoCreate!**



50% OFF

All Sports Club members will receive a 50% discount off external signage by quoting **'Sports Club'** when ordering.

TO BE A CREDIBLE SPORTS PUB YOU WILL NEED BOTH SKY SPORTS AND BT SPORT

SKY SPORTS

For offers and discounts, contact Sky Sports on: **08448 244 244** or visit www.sky.com/business Please state that you are part of Greene King Pub Partners and provide your pub name.



Other benefits to signing up to Sky Sports include:

MYSKYSPORTS.COM

Your home of game-changing support tools that are time-saving, brilliantly simple and tailored for your business, including:

- Personalised fixture planner
- Updating your Sky Sports Pub Finder profile
- Tailored fixture poster solution
- Social media sharing tool
- Hints and tips from The Training Ground

The Training Ground is designed to get you match-day ready with content that is quick and easy to digest via, video case studies, simple-to-use interactive guides, and downloadable PDFs.

Simply click the training modules you want to learn more about to get started. These modules include:

- How to make the most of our marketing tools
- How to promote your fixtures more effectively
- How to attract new customers to your pub
- How to extend your guests stay

The SKY SPORTS events you'll receive are:

- ▶ Premier League (128 matches per season)
- ▶ EFL (138 matches)
- ▶ Carabao Cup and EFL Trophy
- ▶ UEFA Nations League & European Qualifiers (up to 900 live international matches)
- ▶ Scottish Premiership
- ▶ Cricket
- ▶ NFL



BT SPORT

For offers and discounts, contact BT Sport on: **0800 678 1957**. Please state that you are part of Greene King Pub Partners and provide your pub name.



Other benefits to signing up to BT Sport include:

MARKETING SUPPORT

- Existing and new customers will receive a new season kick off kit which includes: **posters, bar runners, window stickers and beer mats**
- Plus, regular POS is available free of charge. Customers just need to register via **btsportprint.co.uk/** and select their preferred sports and teams and POS will be sent out automatically all season

DIGITAL MARKETING

- BT Sport also creates high quality digital assets to help advertise all major events online and via social media. These assets can be simply downloaded or posted directly to key social channels to help promote key events.
All available via **btsportbusiness.com/fixtures-and-promotion/**

The BT SPORT events you'll receive are:

- ▶ Premier League (52 matches per season)
- ▶ Exclusive Champions League & Europa League
- ▶ FA Cup
- ▶ Premiership Rugby, Heineken Champions Cup Rugby & Challenge Cup Rugby
- ▶ Championship Boxing
- ▶ UFC
- ▶ Moto GP
- ▶ German & French football



WHO IS WATCHING SPORT?

FANATIC

These customers are among your most loyal customers, they come to your pub regularly for matches. They know which fixtures are coming up.

Watches every game



TOP TIP

For these customers your venue is their pub of choice. The aim is to **make them feel special**. That could be reserving a table for them on big events and offering them incentives to bring mates along.

FAN

These customers are less loyal and may visit infrequently. They like your pub but they can be tempted away to another pub.

Watches most games



TOP TIP

Most of your marketing will be aimed at these customers, understanding who they are is key. **They want a reason to visit**. What are your USPs? These customers need to see it and hear it. If you have Ultra HD TVs ensure your POS shouts about that. These are the customers most likely to read marketing messages.

FOLLOWER

These customers are more promiscuous, they may not be huge sports fans, but they will show up for big events.

Just the big games



TOP TIP

These guest also respond well to marketing messages about your big fixtures, especially external POS. **They need incentives to come back** for other sporting events.

HOW TO GET IT RIGHT

- Think Sat & Sun afternoon **atmosphere & mood management**. The wrong sort of customer can deter the right sort of customer.
- Well placed up to date POS in a prime spot at the bar.
- Use chalkboards to promote up coming fixtures as well as your posters from Big Fixture.
- Promote activity after the events. e.g. live music or quiz.
- Clearly zoned off areas for fixtures.
- Think about tailoring your food to a Sports Snacking menu to encourage customers to eat whilst watching the matches. Use in Sports zones to ease kitchen service.



PLANNING

To make sure your sporting events are successful it is essential you begin planning the promotion well in advance.

14
days to event

For big events, it's important to start planning early. Ensure you have all the external and internal POS you need to promote the event, make sure you have any videos or social media content for promoting the event online. Ensure staff are well briefed about the event.

Put up event external and internal POS promoting the game.

Refresh external POS (chalkboard)

The event is fast approaching, now is a good time to share any special information you have about the event with staff. This could be info about the sport you're promoting and any special offers, you'll be running. Also discuss your plans for zoning the event.

7
days to event

5
days to event

Five days out before the event, this is a good time to ramp up your social media activity. Use your social media assets to build excitement for the event. If you have a special offer, 5 days out is a good time to post these and then transition to more 'banter' type posts closer to the event.

Build up excitement on Social media

Check all POS is up outside and in and competition and quiz posters are up.

Two days before the event, your staff should be well briefed now. On social media, now is a good time to build up your 'banter' posts to drive engagement. All POS should be up and staff should be talking about the coming event with customers. If you're running a competition or quiz to keep customers after the event, now would be a good time to promote this.

2
days to event

Event

Day of the event, last minute checks, equipment, curtains and lighting, have you zoned your areas and are reserved tables set up? Promote up-coming events, especially lower key events. Use the big footfall event to promote the smaller events.

Ensure staff talk about the next event coming up in your venue

CHECKLIST

PLANNING

- Do you know what this week's big matches are and when they are on?
- Have you graded the live sports events this week? Which are the most important to your pub?
- Have you checked that your live sports events do not clash with any other booked entertainment?
- Have you planned in other live sports for quiet periods? (Darts, Cricket, Golf, Cycling, Horse racing)
- Have you nominated a sports champion from your staff?

MARKETING

- Is your outside POS well positioned and well maintained?
- Are you advertising this week's big matches in the toilet areas, walkways and smoking areas?
- Are you offering a match day food menu during live games?
- Are your advertising chalkboards displaying this week's major events?
- Do you have plans for attracting customers in before kick-off and keeping them in once the final whistle has blown?

EXECUTION

- Do you have enough staff in for the match?
- Check stock levels for promotions and reserved tables are set
- Are your pre and post-match games ready to go?
- Have you adjusted the volume levels, lighting, curtains & blinds?
- Have you zoned your areas appropriately and checked all your equipment 3 hours beforehand?

HOW TO REGISTER FOR SPORTS CLUB

To register for Sports Club, email your preferred monthly package to:

PPMARKETING@GREENEKING.CO.UK

Terms & Conditions:

**Worth' prices quoted are estimates only. POS kits may differ from samples shown. A monthly fee of £15 or £10 (depending on your package) will be charged to your Trade Account. You can cancel your £10 per month membership at any time but must give 30 days' notice by email to the above address. You must sign up to MatchPint for one year and will need to continue to make monthly payments for a minimum of 12 months. If you are already a Sports Club member and want to move to the lower priced monthly package you must have finished your year's contract with MatchPint first. Promoter: Greene King Pub Partners.



GREENE KING
PUB PARTNERS

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