



**PROMOTION
CHAMPS** LLC

**EMPLOYEE
RECRUITMENT PROGRAM**

UPDATED: JANUARY 1ST, 2024



EMPLOYEE RECRUITMENT PROGRAM

Promotion Champs' employee recruitment program equips Family Entertainment Centers (FECs) with a comprehensive set of tools to streamline the hiring process and identify candidates whose personalities align with the business values.

Through tailored recruitment strategies and innovative assessment techniques, Promotion Champs enables FECs to attract top talent while ensuring a cultural fit within the organization. By leveraging advanced screening methods and personality assessments, FECs can identify candidates who not only possess the requisite skills but also exhibit the values and traits that resonate with the company's mission and brand identity.

Moreover, Promotion Champs goes beyond traditional recruitment practices by offering ongoing support and guidance to FECs throughout the hiring journey. From crafting compelling job descriptions to conducting effective interviews and onboarding procedures, the program provides valuable resources and expertise to optimize the recruitment process. By empowering FECs with the tools and knowledge to identify individuals who are not only qualified but also align with the company culture, Promotion Champs facilitates the creation of cohesive and high-performing teams that contribute to the success and growth of the business.



PACKAGES

**FINANCING
AVAILABLE**

Requires high resolution logo or vector logo, questionnaire answered, high quality images of the center space and attractions. Stock imagery is available as well. Video footage if available. Prices does not include printing or subscriptions.

STANDARD PACKAGE

- ▶ Recruitment Poster and Flyer
- ▶ Recruitment TV Slide (Horizontal & Vertical)
- ▶ Recruitment Business Card with QR Code
- ▶ Custom Recruitment Video
- ▶ Friends and Family Sneak Peak Invitation
- ▶ Recruitment Event Invitation
- ▶ Recruitment Landing Page
- ▶ Social Media Recruitment Templates (4)
- ▶ Recruitment Email Template
- ▶ QR code calls-to-action for contact

INVESTMENT: \$1,500.00

“Promotion Champs and I have worked together for years developing and optimizing the recruiting programs that I teach to my clients.”

Frank Price - Birthday University

ENHANCED PACKAGE

- ▶ Recruitment Brochure
- ▶ Company Values Poster
- ▶ Employee Rewards Program
- ▶ Recruitment Poster and Flyer
- ▶ Recruitment TV Slide (Horizontal & Vertical)
- ▶ Recruitment Business with QR Code
- ▶ Custom Recruitment Video
- ▶ Friends and Family Sneak Peak Invitation
- ▶ Recruitment Event Invitation
- ▶ Recruitment Landing Page
- ▶ Social Media Recruitment Templates (4)
- ▶ Recruitment Email Template
- ▶ QR code calls-to-action for purchase or contact
- ▶ Digital PDF and print files included

INVESTMENT: \$2,299.00

▶ *Represents the differences in packages*

**ALL ITEMS LISTED OUT ON THE
LAST PAGE FOR INDIVIDUAL SALES**



Recruitment Brochure

A well-crafted employee recruitment brochure serves as a valuable tool for a family entertainment center by effectively communicating its culture, values, and job opportunities to potential candidates. Through engaging visuals and informative content, the brochure captures the attention of prospective employees and highlights the unique benefits of working at the center. By showcasing testimonials from current staff members and detailing career growth opportunities, the brochure helps attract reliable and enthusiastic individuals who are aligned with the center's mission and eager to contribute to its success.

BROCHURE BENEFITS

- ▶ Photos and list of a center's attractions
- ▶ A paragraph with and overall description
- ▶ QR code calls-to-action for purchase or contact
- ▶ Showcases company culture and values
- ▶ Highlights job opportunities and benefits
- ▶ Attracts potential candidates' attention
- ▶ Provides information about the hiring process
- ▶ Includes testimonials from current employees
- ▶ Demonstrates career growth opportunities
- ▶ Offers insights into the work environment
- ▶ Displays employee perks and incentives
- ▶ Communicates the center's mission and vision
- ▶ Differentiates the center from competitors
- ▶ Appeals to candidates' interests and aspirations
- ▶ Builds excitement about joining the team
- ▶ Includes contact information for inquiries
- ▶ Utilizes engaging visuals and design
- ▶ Reinforces the commitment to staff satisfaction

“An essential tool for FECs to provide to potential recruits and their families especially for an industry with a high turnover rate.”

Jenny Lashay - Owner of BattleGR





GENERATIONS
—ADVENTUREPLEX—
HIGH5
EMPLOYEE REWARDS PROGRAM

50/50 PRICE SLASH REWARD FOR EMPLOYEES
All employees get a price slash of 50% off on all food and Adventureplex Attractions. Not valid Saturdays 5pm–close.

DISCOUNT BEVERAGES
All employees receive discounted fountain beverages, lattes and iced coffees during their shift.

FRIENDS AND FAMILY PARTY DISCOUNTS
Friends and Family Party Discounts: 10% off parties for friends and family.

FREE BIRTHDAY BASH
After 1 year with us, Employees earn their first birthday party! Eligible employees receive a Free Birthday Party for themselves and up to 10 friends, or they may gift this party to another person. Party options are Gamer, Laser Unlimited, or Taste of Adventure. Small Private Party room may be used based on availability. Other Add-ons not included.

FREE MONEY FOR SCHOOL
Tuition Assistance up to \$1500 after 12 months of employment for eligible employees who work a minimum average of 20 hours per week over the eligible 12 months. Funds may be used for tuition, books, prep courses or fees. Funds will be paid directly to the institution or service provider who must be verified by Management.

GENERATIONS-ADVENTUREPLEX.COM/JOBS

Employee Rewards Program

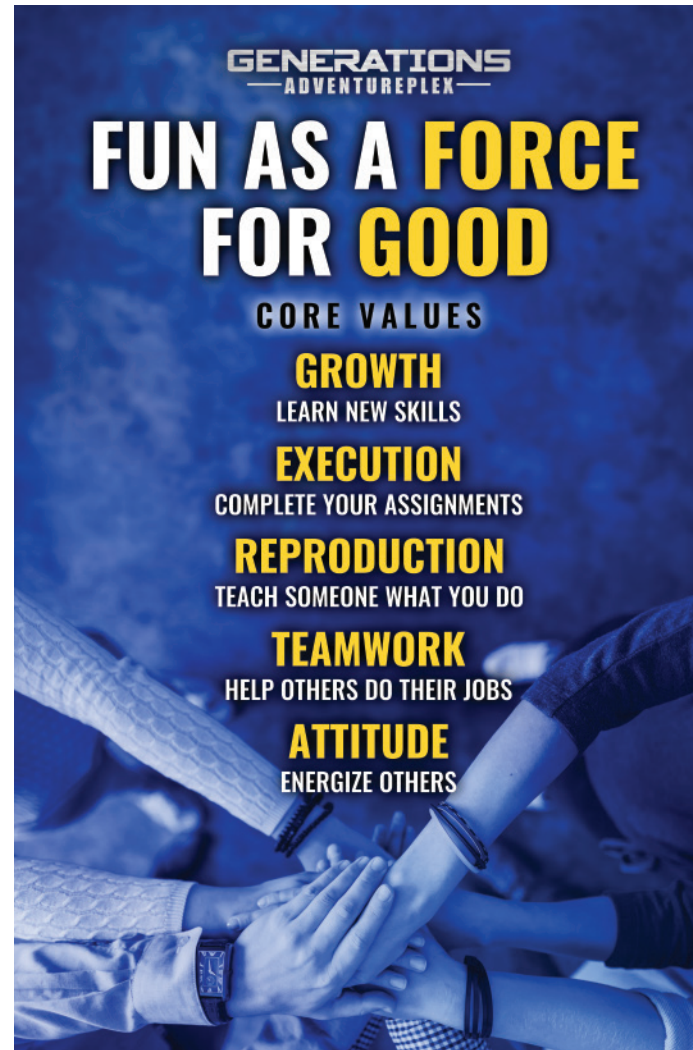
- ▶ Increases attractiveness to candidates
- ▶ Motivates high performance
- ▶ Cultivates loyalty and reduces turnover
- ▶ Shapes a positive company culture
- ▶ Encourages teamwork and collaboration
- ▶ Boosts morale and job satisfaction
- ▶ Sets the center apart as an employer of choice

ENHANCED PACKAGE

"As a family entertainment center, implementing an employee rewards program alongside prominently displayed core values posters is a perfect partnership for empowering and aligning our staff; the rewards program incentivize exceptional performance while the core values poster fosters a culture of accountability, integrity, and collaboration."

Theresa Cruthird

Owner of Generations Adventureplex



GENERATIONS
—ADVENTUREPLEX—
FUN AS A FORCE FOR GOOD

CORE VALUES

GROWTH
LEARN NEW SKILLS

EXECUTION
COMPLETE YOUR ASSIGNMENTS

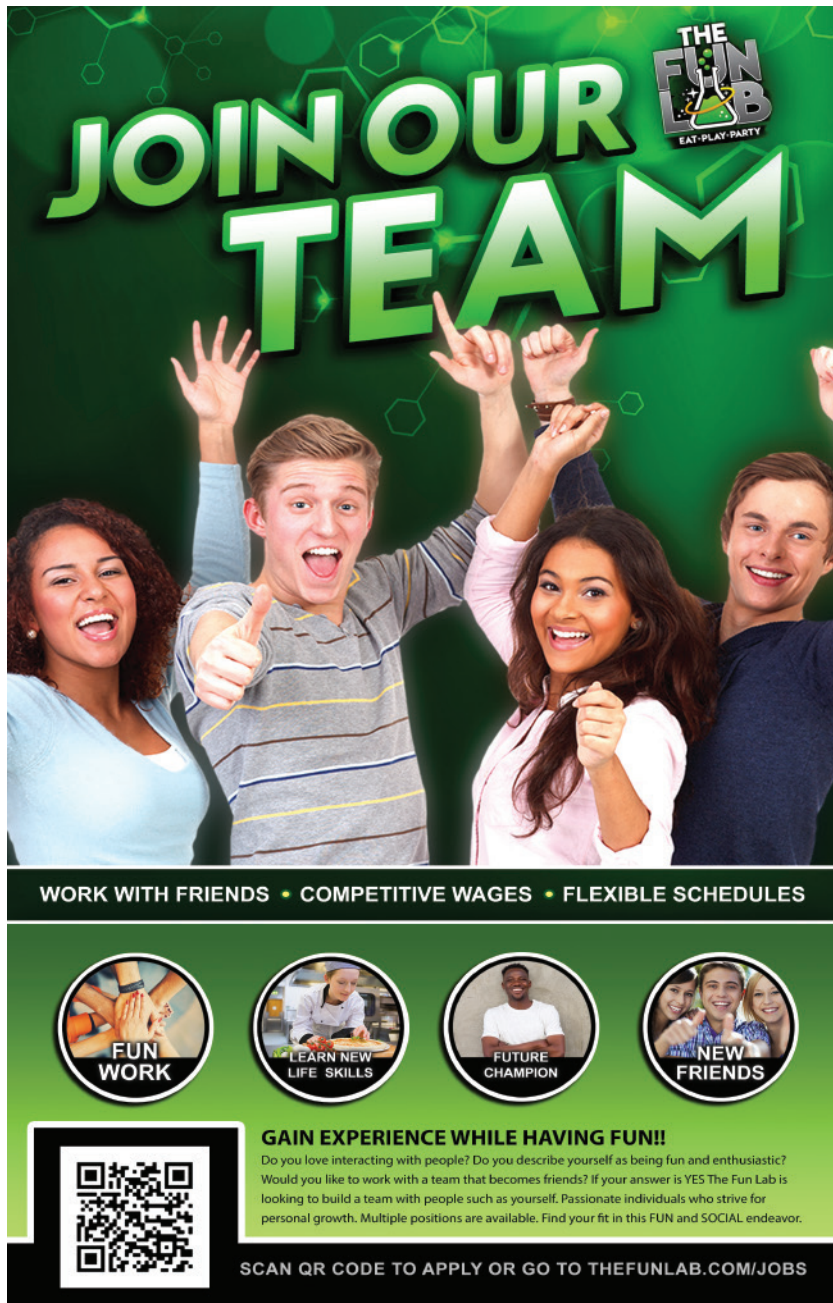
REPRODUCTION
TEACH SOMEONE WHAT YOU DO

TEAMWORK
HELP OTHERS DO THEIR JOBS

ATTITUDE
ENERGIZE OTHERS

Core Values Poster

- ▶ Reinforces shared values
- ▶ Sets clear expectations
- ▶ Encourages accountability
- ▶ Promotes consistency
- ▶ Guides decision-making
- ▶ Fosters a positive work culture
- ▶ Aligns actions with Organizational goals



“Marketing materials should always come in multiple formats for cross platform marketing.”

Michael Schearer, Owner of Perfect Game

Recruitment Poster

- ▶ Used for more permanent in-house marketing
- ▶ Highly effective in entry areas or near a counter
- ▶ Snap poster frames make promotions easy to change
- ▶ Fills up empty and boring wall space

Recruitment Materials

- ▶ Used for social media, website, and email marketing
- ▶ Options to use custom or stock images
- ▶ Editable files included
- ▶ Multiple formats
 - Flyer
 - Social square
 - Social Horizontal



Recruitment TV Files

- ▶ Both horizontal and vertical formats
- ▶ Easy to add by USB or in-house TV programs
- ▶ Easy to create slideshows of different promotions



“Vertical TV slides seriously cut down on print cost for In-house recruiting awareness.”

Phil Huffman, Owner of BAM

JOIN OUR TEAM

THE FUN LAB
EAT • PLAY • PARTY

WORK WITH FRIENDS • COMPETITIVE WAGES • FLEXIBLE SCHEDULES

FUN WORK

LEARN NEW LIFE SKILLS

FUTURE CHAMPION

NEW FRIENDS

GAIN EXPERIENCE WHILE HAVING FUN!!

Do you love interacting with people? Do you describe yourself as being fun and enthusiastic? Would you like to work with a team that becomes friends? If your answer is YES The Fun Lab is looking to build a team with people such as yourself. Passionate individuals who strive for personal growth. Multiple positions are available. Find your fit in this FUN and SOCIAL endeavor.

SCAN QR CODE TO APPLY OR GO TO THEFUNLAB.COM/JOBS

Customized Recruitment Video

- ▶ Used for social media, website, and email marketing
- ▶ Grabs attention effectively
- ▶ Options to use stock video
- ▶ Options to use stock images for slide shows
- ▶ Includes brand/logo reveal animation
- ▶ Up to one minute long
- ▶ Coaching for capturing footage available
- ▶ Engages emotionally
- ▶ Builds brand awareness
- ▶ Provides insight into work environment
- ▶ Appeals to younger demographics
- ▶ Improves application rates

RECRUITMENT VIDEO SAMPLES



Generations
Adventureplex



BattleGR



“The growing popularity of platforms such as TikTok shows just how important video content is.”

Gaurav Sharma

CEO of Attrock, a results-driven digital marketing company

Corporate & Group Events Business Card

- ▶ QR code linked to hiring platform
- ▶ General company information and contact
- ▶ Easy to handout
- ▶ Professional design



“Open Hiring invite events allow your potential recruits to experience what you can offer.”

Doug Davidson - Owner of Max Bowl

Open Hiring Invitation Templates

- ▶ Customized to each center
- ▶ Invite recruits and their families to experience your center
- ▶ Editable file formats
- ▶ Standard mail and handbill formats
- ▶ Professional design



Recruitment Landing Page

- ▶ Ability to offer more information than in print formats
- ▶ Landing pages can use unique URLs as redirects
- ▶ Capable of booking, scheduling, and checkout
- ▶ Embed recruitment videos
- ▶ Written content can be enhanced with SEO
- ▶ Optimized to be mobile responsive

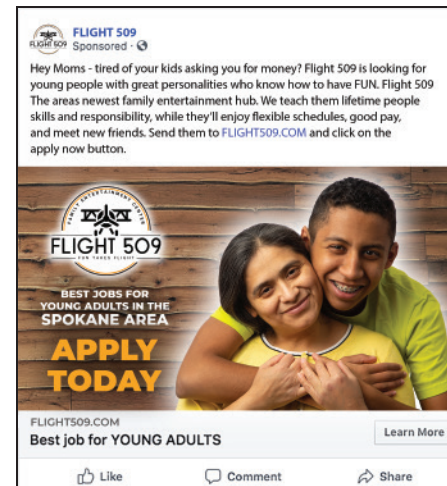


“Landing pages are the heart and soul of an inbound marketer's lead generation efforts.”

Dane Deroshia, Owner of Promotion Champs

Social Media Posts

- ▶ Targeted to specific demographics (ex: young adults, moms)
- ▶ Custom and optimized messaging with keywords
- ▶ Utilize generational marketing tactics
- ▶ Embed recruitment videos
- ▶ Funnels to APPLY NOW call-to-actions
- ▶ Cross platform automation (Facebook, Instagram)





Promotion Champs has worked with more than one hundred clients in the FEC industry creating marketing tools and strategies for nearly a decade. They have partnered with numerous industry consultants and strategists to help build additional revenue FEC businesses. Reach out to speak with them about any marketing or industry questions.

INDIVIDUAL MARKETING PRICING

▶ Recruitment Brochure	\$450.00
▶ Company Values Poster	\$200.00
▶ Employee Rewards Program	\$350.00
▶ Recruitment Poster and Flyer	\$350.00
▶ Recruitment TV Slide	\$100.00
▶ Recruitment Business with QR Code	\$100.00
▶ Custom Recruitment Video	\$650.00
▶ Recruitment Email Template	\$50.00
▶ Recruitment Event Invitation	\$100.00
▶ Friends and Family Sneak Peak Invitation	\$100.00
▶ Recruitment Landing Page	\$400.00
▶ Social Media Recruitment Templates	\$25.00 EACH
▶ QR code calls-to-action for purchase or contact	\$25.00 EACH

CHECK OUT OUR OTHER PROGRAMS

- ▶ Corporate and Group Sales Program
- ▶ Birthday Program
- ▶ Employee Recruitment Program
- ▶ Promotion Solutions Program
- ▶ New Business Program
- ▶ General Marketing Program
- ▶ Website Development Program

GET IN TOUCH

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CONTACT US TODAY FOR ANY MARKETING QUESTIONS YOU HAVE



THE ONE-STOP MARKETING AGENCY FOR THE FEC INDUSTRY