



**PROMOTION
CHAMPS**

**PROMOTION
SOLUTIONS PROGRAM**

UPDATED: MAY 1ST, 2024



PROMOTION SOLUTIONS PROGRAM

The Promotion Champs Promotion Solutions Program emerges as an invaluable asset for Family Entertainment Centers, drawing upon years of expertise in crafting promotion calendars tailored to suit a diverse array of promotional needs.

With a rich history of experience in the field, Promotion Champs possesses the nuanced understanding required to design promotion calendars that resonate with FECs' unique brand identities and target demographics. This wealth of experience ensures that each promotional campaign is meticulously curated to maximize its impact, effectively driving foot traffic and boosting revenue.

By tapping into Promotion Champs' extensive experience, FECs can confidently delegate the task of promotion calendar creation, secure in the knowledge that their campaigns will be expertly crafted to achieve optimal results. Whether it's holiday promotions, general promotions, or online promotions, Promotion Champs excels in developing strategies that captivate audiences and drive conversions. This proven track record not only instills trust but also instills confidence in FECs, allowing them to focus their energies on delivering exceptional experiences to their patrons. In essence, by partnering with Promotion Champs, FECs can leverage years of industry insight and innovation to elevate their promotional efforts to new heights of success.



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. Price does not include printing.

GENERAL PACKAGE

- ▶ Holiday Promotions
- ▶ Seasonal Promotions

INVESTMENT: \$3,200.00

WEEKDAY SPECIALS

- ▶ Overall and Individual Weekday Specials

INVESTMENT: \$999.00

MONTHLY PACKAGE

- ▶ Monthly Call for Promotion Planning
- ▶ Promotion Planning Two Months Ahead
- ▶ Google Drive Digital Archiving
- ▶ All Necessary Formats Created
- ▶ Printing Assistance
- ▶ QR Code Calls-To-Action
- ▶ Digital PDF and Print Files Included
- ▶ Video Promotions Optional
- ▶ Can Include General Marketing Promotions

NUMBER OF MONTHLY PROMOTIONS

- ▶ 2 Monthly Promotions **\$350/MO**
- ▶ 3 Monthly Promotions **\$450/MO**
- ▶ 4 Monthly Promotions **\$550/MO**
- ▶ 5 Monthly Promotions **\$650/MO**

YEARLY PACKAGE

- ▶ Create a Promotions Calendar for an Entire Year
- ▶ Design All Promotions with Consistent Branding
- ▶ Includes General Package
- ▶ Google Drive Digital Archiving
- ▶ All Necessary Formats Created
- ▶ Printing Assistance
- ▶ QR Code Calls-To-Action
- ▶ Digital PDF and Print Files Included
- ▶ Video Promotions Optional
- ▶ Analytical Evaluations
- ▶ Bi-monthly Check-In and Review

INVESTMENT: \$8,499.00

INDIVIDUAL PROMOTIONS

- ▶ 1-off Promotions Designed
- ▶ All Necessary Formats Created
- ▶ QR Code Calls-To-Action
- ▶ Digital PDF and Print Files Included
- ▶ Video Promotions Optional
- ▶ Can Include General Marketing Promotions
- ▶ Can be Added as Additional Promotions to Packages

INVESTMENT: \$275.00 PER



Promotion Formats

Promotion Champs stands out by providing comprehensive promotional designs available in all necessary formats, catering to both print and digital needs. From eye-catching posters and flyers for physical promotion to engaging social media graphics and email templates for digital outreach, Promotion Champs ensures seamless integration across various platforms.

“It is so great to have all the formats that we need to market across all of our platforms.”

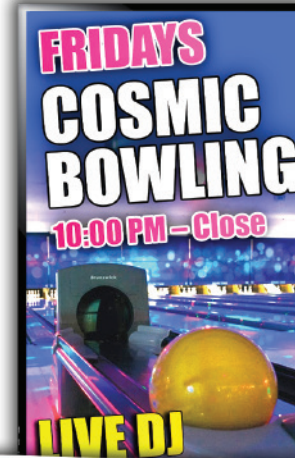
Jenny Lashay - Owner of BattleGR

RENDER FORMATS

- ▶ JPG ▶ EPS
- ▶ PNG ▶ AI
- ▶ PDF ▶ MP4

INCLUDED PROJECT FORMATS

- ▶ 8.5x11 Flyer
- ▶ 24x36in Poster
- ▶ TV Horizontal
- ▶ TV Vertical
- ▶ Social Media Formats
- ▶ Email Version
- ▶ Website (Request Size)



ALL AVAILABLE PROJECT FORMATS (ADDITIONAL COSTS)

Landing Pages	\$300	Brochures	\$350
Website Slides	\$75	Banners	\$275 - \$400
Slide Shows	\$100 - \$400	Business Cards	\$75
Video	\$400 - \$900	Stickers	\$150
Hand Fliers	\$50	Table Tents	\$100
Menus	\$350 - \$600	Booklets	\$350 - \$600
Postcards (Direct Mail)	\$150	Event Tickets	\$150
Rack Cards	\$250	Folders	\$400

General Promotions

General yearly promotions, such as holidays, seasonal events, repeating yearly traditions, and localized happenings, form the backbone of an FEC's promotional strategy, providing consistent engagement opportunities throughout the year. These promotions offer a reliable framework for attracting and retaining customers, leveraging widely recognized occasions and community-centric activities to drive foot traffic and revenue.

General Package Includes but are not limited to:

HOLIDAY PROMOTIONS

Tailored promotions for major holidays such as Christmas, Thanksgiving, Halloween, and New Year's Eve, promoting group bookings and special events.

SEASONAL PROMOTIONS

Promotions tied to seasonal themes and events such as summer vacations, back-to-school, and spring break, offering discounts and incentives for group bookings.

“Just having our holiday and seasonal promotions ready allows us to start marketing months in advance.”

Keith Smith

Owner of The Ice Factory

HOLIDAYS

- ▶ New Years Eve
- ▶ Valentine's Day
- ▶ St. Patrick's Day
- ▶ Easter
- ▶ Memorial Day
- ▶ Mother's Day
- ▶ Father's Day
- ▶ Forth of July
- ▶ Halloween
- ▶ Thanksgiving
- ▶ Christmas

SEASONAL

- ▶ Summer Specials
- ▶ Back-to-school
- ▶ Graduations
- ▶ Spring Break
- ▶ Winter Break



Weekday Specials

By implementing weekday specials and effectively promoting them, a family entertainment center can attract and retain customers while reinforcing its brand image as a fun and welcoming destination for families and individuals alike.

- ▶ Encourages repeat visits through regular weekday specials
- ▶ Enhances value perception, attracting more customers
- ▶ Offers variety, enticing customers to try different activities
- ▶ Expands customer base by attracting new visitors
- ▶ Stimulates positive word-of-mouth referrals from satisfied customers
- ▶ Promotes family-friendly appeal, appealing to parents and children
- ▶ Fosters community engagement by attracting locals
- ▶ Generates buzz on social media platforms, increasing visibility
- ▶ QR code calls-to-action for purchase or contact
- ▶ Builds customer loyalty through special deals for returning visitors
- ▶ Provides opportunities for up-selling additional services or products
- ▶ Facilitates data collection for future marketing efforts
- ▶ Reinforces brand identity and establishes the center as a go-to destination for affordable family fun



“We saw an increase in customers during what would normally be slow days with in a month of having our weekday specials promoted.”

Kamal Gill

Owner of The Zone USA

Yearly Promotions Calendar

A yearly promotions calendar empowers Family Entertainment Centers to strategically leverage events, holidays, and local festivities, optimizing attendance and revenue generation. With a comprehensive plan in place, promotions can be meticulously designed in various formats and efficiently archived in platforms like Google Drive, streamlining marketing efforts and ensuring consistency across channels. This structured approach not only maximizes the impact of each event but also facilitates long-term planning and adaptability to changing market conditions.

- ▶ Strategic planning for year-round revenue optimization
- ▶ Consistent promotion for maximum event attendance
- ▶ Alignment with holidays, seasons, and local events
- ▶ Structured framework for long-term marketing
- ▶ Efficient resource allocation and budgeting
- ▶ Enhanced brand visibility and engagement
- ▶ Improved team collaboration and communication
- ▶ Data-driven decision-making for performance tracking
- ▶ Simplified organization with Google Drive archiving
- ▶ Minimized missed opportunities and last-minute efforts
- ▶ Increased anticipation and excitement among customers
- ▶ Boost profitability through higher attendance and customer spending

“Our yearly promotions calendar has increased our revenue far beyond any expectations we had.”

Theresa Cruthird

Owner of Generations Adventureplex





Promotion Champs has worked with more than one hundred clients in the FEC industry creating marketing tools and strategies for more 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.

PROMOTIONS SOLUTIONS PERFECT COMPANION

BookMore Automation Program

Having a yearly promotions calendar for a family entertainment center and utilizing the BookMore.app platform complement each other seamlessly. The promotions calendar provides a strategic framework for planning events, aligning them with holidays and seasonal trends, while BookMore.app streamlines the booking and reservation process, ensuring seamless execution of promotional campaigns. By integrating the two, the center can effectively promote its events and offerings, attract more visitors, and maximize revenue. This synergy between the Promotions Calendar and the BookMore platform enables the family entertainment center to efficiently manage its operations, drive engagement, and ultimately achieve greater success in attracting and retaining customers.

- ▶ Built-In Email Marketing
- ▶ Sales Pipeline: Follow-Up Automations
- ▶ Team Management
- ▶ Reputation Management
- ▶ Social Media Automation Marketing
- ▶ AI Ad Generator

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



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THE ONE-STOP MARKETING AGENCY FOR THE FEC INDUSTRY