

Restaurant Event Marketing Support Tool Kit

Intention: Create a sustainable system so restaurants can create, host and attend events with a world-class presence and build relationship in their communities.

Restaurants have many opportunities to represent Burgerville in our communities. Working with you, we have created tools to support you at your community events.

This Kit is a reference book to share what tools are currently available to you. If you have additional ideas, or custom requests, please reach out to the marketingteam@burgerville.com.

The most recent version of this Kit can be found on the Toolbox under Marketing.

Tools to Invite Guests Back to your restaurant from an offsite event

We've heard from you that when you're introducing Burgerville to new guests, it's nice to have a special offer to give them to encourage them to come visit you in your restaurant. Distributing coupons is also another way to create a return on the investment of attending an event outside of your restaurant.

There are two types of coupons available:

- **Burgerville Cards**
 - Burgerville Cards are a great tool when **all** of these factors occur 1) you are offsite at an event reaching potentially new guests, 2) you are having face-to-face engagement and have time to explain the card and its benefits, 3) are reaching 500 or fewer guests and 3) **AND** you want to track the performance of your outreach effort.
- **Paper Coupons**
 - Paper coupons are a great tool when **any one** of these factors are the case: *) You are rewarding existing guests at an event at your restaurant who may already have a Rewards Card, **or** *) You are having a partner distribute the coupons for you outside the restaurant and are not able to make a 1 on 1 connection to the potential new guest, **or** *) You are distributing more than 500 coupons.

For either option, order these from the marketingteam@burgerville.com. Provide the following information with your request:

- Name of the event.
- Date of the event.
- Date coupons are requested to be delivered, where, and to who's attention.
- Quantity needed.
- Coupon offer
- If offer is with purchase of equal or greater value, a buy one, get one free of the same item, or a straight offer with no purchase required.
- What is the expiration date of the offer (a date between 14-30 days of when the coupons will be handed out is recommended).

Paper Coupons have Burgerville storytelling information on the back. For paper coupons, the offer must be an existing offer in POSI.

Loaded Burgerville Cards have a sticker indicating the offer details on the front of the card. For loaded Burgerville Cards, the current available offers are:

- Tillamook Cheeseburger
- Original Cheeseburger
- Regular Size Milkshake or Smoothie (any flavor)
- Breakfast Item (Oatmeal, Burrito, or Breakfast Burger)

The cost is the same for either option you choose. For paper coupons, you will be billed by Gisi/Laserquick. For loaded Burgerville Cards, you will see a charge on your P&L from marketing for “BV Card Coupons”.

Approximate costs are below, but please request a current bid when you place your order for exact costs.

50 - \$14	75 - \$17	100 - \$19.50	150 - \$22	200 - \$25	300 - \$31
400 - \$38	500 - \$42.50	Request a custom bid for quantities greater than 500			