



## GUIDEBOOK

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## **Event Coordinator Checklist**

### **Pre-promotion**

- ✓ Receive program materials
- ✓ Identify and educate staff members who will be participating in the promotion
- ✓ Coordinate with your local Marketing Office to download marketing materials to be placed in high traffic areas inside your facility and around your installation
- ✓ Develop snack bar promotions that will run in conjunction with the Race to Summer Fun Promotion
- ✓ Promote race day viewing parties using marketing creative provided

### **1 June – 2 August 2019**

- ✓ Run promotion
- ✓ Promote NASCAR Fan Experience Sweepstakes. Inform customers the more they play/or buy the better chance they have at winning the grand prize
- ✓ Inform customers that every time they purchase a game, snack bar or bar item, they can increase their chance of winning the Grand Prize. Customers will simply use their receipt code number as an additional entry into the sweepstakes.
- ✓ Host race day viewing parties
- ✓ Encourage customers to submit the driver/car that will win the identified race.
- ✓ Allow participants to submit racer names utilizing the Race Day Ballot Entry Form
- ✓ Submit winner names to IMCOM G9 Business utilizing the Race Day Viewing Party Winner Form
- ✓ Take photos of league participants
- ✓ Record snack bar promotion sales (1 June – 2 August)

## Overview

We are pleased to present the 2019 Race to Summer Fun Bowling promotion. The goals of the promotion are to increase participation, returned customer patronage and food & beverage sales in our bowling centers during the off-season. **The racing themed promotion will run for 60 days (1 June – 2 August) and will feature an Enter to Win NASCAR Fan Experience and Race Day Viewing Parties.**

**Eligibility:** The Race to Summer Fun Bowling promotion is open to Service members and authorized MWR Patrons 18 years and older with valid ID.

## Promotion Elements

1. **Play and Win!** – Geared toward casual/social players who just like the activity of bowling. The idea is to draw them into the centers during the summer months to bowl for prizes and increased entry chances for the grand prize. The more a customer plays, the better his/her chances are at winning. Customers will use their receipt code as a unique identifier in the online entry form. Center managers are encouraged to run food & beverage specials during this time as well as offer different incentives for customer to come in during times where play is especially slow.
2. **Race Day Viewing Parties** – is an eight week event that will run in conjunction with the Race to Summer Fun promotion. This component was developed to draw those who currently don't visit the bowling center. Participants have a chance to win prizes at each viewing event by selecting the driver/car they think will win the identified race. **Managers will collect those entries and email them utilizing the Race Day Viewing Party Winner Form.**

### NASCAR Xfinity Series Dates

1. LTI Printing 250 – June 8, Iowa Speedway
2. NASCAR Xfinity Series Race at Iowa – June 16, Iowa Speedway
3. Overton's 300 – June 29, Chicagoland Speedway
4. Coca-Cola Firecracker 250 – July 5, Daytona International Speedway
5. Alsco 300 – July 12, Kentucky Speedway
6. Lakes Region 200 – July 20, New Hampshire Motor Speedway
7. U.S. Cellular 250 – July 27, Iowa Speedway
8. Zippo 200 at The Glen – August 3, Watkins Glen International

### Note. (OCONUS LOCATIONS)

Due to the time difference, overseas participants may not be able to watch the race at their identified bowling center. However, those wishing to participate, can

still enter their driver using the Race Day Ballot Entry Form.

3. **(Optional)** Bowling League – Geared toward players who prefer an organized approach to fun and like the camaraderie inherent in bowling. Center Managers will host teams each week over an eight to twelve week schedule using Leading Edge promotion themed league (See Contact info for Ken Gamble) All registered league players will receive a certificate at the end of the league which gives participants access to a huge variety of merchandise options including themed balls and pins, pro team jackets, bowling bags, shoes, and towels. They will also be entered into the grand prize drawing for the ultimate NASCAR Fan Experience.

## Requirements (FOR BOWLING MANAGERS)

### 1. Play and Win

- a. This promotion element allows for multiple entries into the Grand Prize – NASCAR Fan Experience
  - i. Participants can gain additional entries by bowling a game or by purchasing food from the snack bar or bar.
    1. Note: If a group or family is bowling a game. The customer paying for the game will be the only one eligible for the additional entry. Customer must be 18 years or older.
  - ii. Participants will be able to use their receipt code for an additional entry. This code can be entered on the sweepstakes entry page at [www.armymwr.com/gobowl](http://www.armymwr.com/gobowl)

### 2. Race Day Viewing Parties

- a. Bowling center managers will host (8) eight watch night parties
- b. Participants will be able to select the driver/car they think will win the identified race using the **Race Day Ballot Entry Form**
- c. Participants who pick the correct winner will earn an entry into the Race Day weekly prize drawings
- d. Bowling center managers will record the winner names using the **Race Day Viewing Party Winner Form**. Forms must be submitted via email to the IMCOM G9 Business POC NLT the Wednesday after the race for entry into prize drawings

## Prizes

### NASCAR FAN Experience

- The Race To Summer Fun NASCAR Experience includes: (a) Two (2) Grandstand Tickets to the Professional Women's Bowling Association Tour (PWBA) Championship (Wednesday, September 18); (b) Two (2) PWBA Fan Experience Access Passes (Friday – September 20); (c) Two (2) Go Bowling 250 Garage/Pit Access Cold Passes (Friday – September 20); (d) Two (2) Suite Passes for the Go Bowling 250 NASCAR Xfinity Race at Richmond Raceway in Richmond, Virginia on Friday September 20, 2019; (e) Two (2) Fan Ground Passes, (1) Parking Pass; (f) Roundtrip airfare for two (2) from prize winners home; (g) Transportation To/From airports; (h) 3 nights, hotel accommodations (1 room; double occupancy, 18-20 September 2019 at federal per diem rates); (i) Meal stipend (at federal per diem rates); (j) Local Taxi To/From GoBowling.com venues.

### Race Day Viewing Parties

- Winners will be randomly selected at IMCOM G9 based on Category B and C facility entries. One CAT B per week and per CAT C per week. A total of 16 prizes valued at \$99 will be awarded.

## **IMCOM, G-9 Family and MWR Program Points of Contact**

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## ANNEX A

### Race To Summer Fun Sweepstakes Official Rules

BY SUBMITTING AN ENTRY TO THIS SWEEPSTAKES DURING THE SWEEPSTAKES ENTRY PERIOD, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT. SO READ THEM CAREFULLY BEFORE ENTERING.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN A PRIZE. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED.

Installation Management Command, G-9, Family and Morale, Welfare and Recreation Business Operations Bowling Program (IMCOM G-9 Family and MWR BO Bowling Program), is offering the “Race To Summer Fun NASCAR Experience Sweepstakes” (the “Sweepstakes”). The Sweepstakes is subject to these official rules, and by entering, entrant (“Entrant”) agrees to be bound by them and the decisions of IMCOM G-9 Family and MWR BO Bowling Program, which are final and binding in all respects. This Sweepstakes begins at 12:01:00:00 AM CST on June 1, 2019 until 11:59:00 PM CST on August 3, 2019 (the “Entry Period”). The IMCOM G9 Family and MWR Enterprise web entry form timestamp is the official timekeeping device for entry in the Sweepstakes. All entries must be received by 11:59:00 PM CST on August 3, 2019.

1. **Eligibility:** Authorized MWR patrons 18 years and older (see Army regulation, AR 215-1, chapter 7) are eligible to enter, with the exception of employees of the participating Bowling Center, their family members and other individuals engaged in the development and implementation or direct execution of this promotion, to include the marketing staff and Army senior leadership, all who are ineligible to participate in this promotion.
2. **How To Enter:** Entrants wishing to enter the Sweepstakes may do so by visiting [www.armymwr.com/gobowl](http://www.armymwr.com/gobowl) Click on the Sweepstakes registration link and complete the online registration by providing the following information: first name, last name and email. Upon clicking the “Submit” button, Entrants will receive one (1) entry into the Sweepstakes. Limit one (1) entry per person.

**Additional Entries:** Entrants may gain additional entries with the purchase of a bowling game, snack bar or bar item. Entrants will use the code located on their receipt. Entrants must enter the code to the Sweepstakes online registration form at [www.armymwr.com/gobowl](http://www.armymwr.com/gobowl) in the field titled “Receipt Code”. Entrants will need to complete the online registration in its entirety by providing the following: first name, last name and email. Entrants may receive one (1) additional entry with every purchase of a bowling game, snack bar or bar item. Once a code has been submitted, it will not be accepted a second time. Additional entry is limited to the



Entrant paying for the game, snack bar or bar item. Entrant must be 18 years or older.

The odds of winning depend on the total number of Eligible Entries received within the Entry Period. Those who do not follow all of the instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of IMCOM G-9 Family and MWR BO Bowling Program may be disqualified.

**3. Prizes:**

Grand Prize: One (1) "Grand Prize" available. The Race To Summer Fun NASCAR Experience includes: (a) Two (2) Grandstand Tickets to the Professional Women's Bowling Association Tour (PWBA) Championship (Wednesday, September 18); (b) Two (2) PWBA Fan Experience Access Passes (Friday – September 20); (c) Two (2) Go Bowling 250 Garage/Pit Access Cold Passes (Friday – September 20); (d) Two (2) Suite Passes for the Go Bowling 250 NASCAR Xfinity Race at Richmond Raceway in Richmond, Virginia on Friday September 20, 2019; (e) Two (2) Fan Ground Passes, (1) Parking Pass; (f) Roundtrip airfare for two (2) from prize winners home; (g) Transportation To/From airports; (h) 3 nights, hotel accommodations (1 room; double occupancy, 18-20 September 2019 at federal per diem rates); (i) Meal stipend (at federal per diem rates); (j) Local Taxi To/From GoBowling.com venues.

- 4. Prize Terms:** Total ARV of all prizes offered in the Sweepstakes will not exceed **\$7,700 U.S.D.** The ARV is subject to change based upon current market conditions at the time of prize fulfillment. Any difference between the ARV and the actual value, if any, will not be awarded. All prize details not specified in these Official Rules will be determined by IMCOM G-9 Family and MWR BO Bowling Program's sole discretion. The date for fulfillment of the Grand Prize is anticipated to be September 18, 2019 but subject to change in IMCOM G-9 Family and MWR BO Bowling Program's sole discretion. After those dates, the Grand Prize not properly claimed will not be awarded and an alternative Grand Prize Winner will not be selected. If for any reason a prize is unavailable or any prize or related event is delayed, cancelled or postponed, or for any other reason, IMCOM G-9 Family and MWR BO Bowling Program reserves the right to modify the Sweepstakes in its sole discretion and award a substitute prize, or portion of a prize, of comparable or greater value as set forth in these Official Rules. No substitution, transfer, assignment or cash equivalent of a prize, or any portion thereof, is permitted by a Winner. The Sweepstakes Entities shall have no responsibility or obligation to a Winner who is unable or unavailable to, or who does not for any reason, accept or utilize a prize. In the event a potential Winner cannot accept a prize, an alternate Winner will be randomly drawn from all remaining Eligible Entries. All costs and expenses not specifically listed above as part of a prize (including but not limited to, transport, title, vehicle, registration,

insurance, and license fees) are solely a Winner's responsibility. Each prize is provided "as is". Entrants acknowledge that the Sweepstakes Entities have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to a prize, including any express warranties provided by any prize supplier that are sent along with a prize and any implied warranty of merchantability of fitness for a particular purpose. Any prize pictured in online, television and print advertising, promotional packaging and other Sweepstakes materials are for illustrative purposes only. All taxes and any other costs not specifically stated within these Official Rules are the sole responsibility of a winner.

5. **Winner Selection and Notification:** On or about August 7, 2019, the potential "Winner" will be determined via a random drawing, from all Eligible Entries received. The potential Winner will be notified within three (3) business days of the drawing. The potential Winner will be notified by email (at the email address provided with the entry), and will be required to confirm his/her e-mail address. A prize won by an Entrant will be awarded to the authorized account holder of the e-mail address regardless of the individual who submitted the winning entry. If the potential Winner cannot be reached after a reasonable effort has been exerted or fails to respond within three (3) days of the date of notification, the potential Winner forfeits the prize, and an alternate Winner will be randomly drawn from all remaining Eligible Entries. If the alternate potential Winner is unable to accept the prize, the prize is forfeited and another alternate potential Winner will be randomly drawn from all remaining Eligible Entries. This potential Winner selection and notification process shall be continued until one (1) Grand Prize Winner is confirmed. If a prize or a prize notification is returned as undeliverable, the prize will be forfeited and an alternate potential Winner will be randomly drawn.
6. **Winner Verification:** Within three (3) days of being notified, the potential Winner will be required complete, sign, and return documentation required by IMCOM G-9 Family and MWR BO Bowling Program — including a notarized Affidavit of Eligibility, Prize Acceptance, Liability and Publicity Release form. Provided that the potential Winner is in compliance with the Official Rules and after having successfully proven eligibility and provided any documentation required by IMCOM G-9 Family and MWR BO Bowling Program, the potential Winner will be determined to be a Winner. IMCOM G-9 Family and MWR BO Bowling Program expressly reserves the right to delay the announcement of the Winner for any reason it deems necessary. In addition, IMCOM G-9 Family and MWR BO Bowling Program reserves the right to select alternate Winner in the event that any potential Winner fails to comply with these Official Rules.

PRIVACY STATEMENT: AUTHORITY: Section 552a, Title 5, United States Code; Section 3013, Title 10, United States Code; Executive Order NO. 9397; Army Regulation 215-1. PRINCIPAL PURPOSES: The primary use of the information provided by Entrants is to select and contact potential winners, and to determine whether potential winners are authorized participants. Additionally, the information will be used to issue any 1099 required for reporting of prizes to the IRS. All federal, state and local taxes are the sole responsibility of the winners. DISCLOSURE IS VOLUNTARY: There is no obligation to provide any information; however, failure to provide the requested information may result in the contest participant being deemed ineligible to win or to be awarded a prize.

In the event IMCOM Family and MWR is prevented from continuing with the sweepstakes, or the integrity of the sweepstakes is severely undermined by any event beyond the Army's control, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or other cause not reasonably within the Army's control (each a "Force Majeure" event), the Army shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the contest without further obligation. If the Army, in its sole discretion, elects to abbreviate the contest as a result of a Force Majeure event, IMCOM, Family and MWR reserves the right, but not the obligation, to award the prizes from among all valid and eligible participants received up to the time of such Force Majeure event.

LIMITATION OF LIABILITY: Participants agree to hold harmless IMCOM Family and MWR, the Army, and DoD for any liability of any kind resulting, in whole or in part, directly or indirectly, from participation in the contest or acceptance/misuse or nonuse of the prizes awarded. Winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this contest or use or redemption of any prize. IMCOM Family and MWR, the Department of Defense and the Army are not responsible for any defective prizes. By accepting a prize, the winner grants the contest entities the right to use winner's name for purposes of advertising in any and all media, now known or hereafter devised, without notice, review or approval, without compensation, unless prohibited by law. IMCOM, Family and MWR is not responsible for any typographical or other error in the printing of the offer, administration of the contest or in the announcement of prizes.

IMCOM, Family and MWR will not be held responsible for entries which may be lost in transit, undelivered, delayed or illegible entries. IMCOM, Family and MWR reserves the right at their sole discretion to disqualify any individual who tampers with the entry process and/or void any entries submitted fraudulently; to modify or suspend the sweepstakes; or to terminate the sweepstakes and conduct a random drawing using all eligible non-suspect entries received as of the termination date. Sponsor reserves the

right to modify prize award procedures. IMCOM, Family and MWR is not responsible for technical, hardware or software malfunctions, telephone failures of any kind, lost or unavailable network connections, inability to access a website, inability to submit an entry, or fraud, incomplete, garbled, or delayed computer transmissions or inaccurate transcription of entry information, whether caused by Sponsor, users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of submissions which may damage a user's system or limit an Eligible Participant's ability to participate in the Sweepstakes.

## ANNEX B

### Marketing Materials

Available for download at <https://www.mwrbrandcentral.com/collections/8827>



Poster 22x28



Poster 11x17



Garrison Web Tile 750x421

## **ANNEX C**

### **Race Day Viewing Party Entry & Winner Form**

[See PDF](#)

## **Annex D**

### **Sample Social Media Post**

- Bowl during the summer months for a chance to win a NASCAR Fan Experience at the @GoBowlingdotcom 250 race. Learn more at [armymwr.com/gobowl](http://armymwr.com/gobowl)
- Army Bowling Centers have partnered with @GoBowlingdotcom to offer a NASCAR Fan Experience to the GoBowling.com 250 race at Richmond Raceway. Enter today at [armymwr.com/gobowl](http://armymwr.com/gobowl)
- Bowl during the summer months for a chance to win a NASCAR Fan Experience at the @GoBowlingdotcom 250 race. The more you play, the better chance you have to win! Enter today at [armymwr.com/gobowl](http://armymwr.com/gobowl)
- Want more ways to enter the Race To Summer Fun sweepstakes. Every time you bowl a game or make a snack bar purchase, you can use your receipt code for an additional entry. Learn more at [armymwr.com/gobowl](http://armymwr.com/gobowl)  
*#RaceToSummerFun #GoBowlArmy*
- Get into (Enter Bowling Center Name) for a summer of fun, food and bowling.  
*#RaceToSummerFun #GoBowlArmy*
- Who is a NASCAR fan? Now through August 2<sup>nd</sup>, enter the Race To Summer Fun bowling sweepstakes for a chance to win an all expense paid NASCAR Fan Experience for two to the @Gobowlingdotcom 250 race in Richmond, VA. Enter now at [armymwr.com/gobowl](http://armymwr.com/gobowl) *#RaceToSummerFun #GoBowlArmy*
- NASCAR Race Day Viewing Parties. Pick the correct driver and win NASCAR themed prizes. Visit (Enter Bowling Center Name) during the following race dates to participate. Also enjoy snack bar specials! *#RaceToSummerFun #GoBowlArmy*
- Pick the correct driver and win NASCAR themed prizes. Visit (Enter Bowling Center Name) on race day to sign up. Learn more at [armymwr.com/gobowl](http://armymwr.com/gobowl)  
*#RaceToSummerFun*

### **Hashtags**

*#RaceToSummerFun*  
*#ArmyBowlingCenters*  
*#SummerBowling*  
*#GoBowlArmy*

**Note. Social media memes available on MWRBrandCentral**