

BIKE NIGHT

LOCAL STORE MARKETING NAVIGATION PLAN

The following LSM Tools are available to promote Bike Night at your Drive-In. Elements are available for download on SONIC® One Stop and to print at Xpress Printing.

BAG STUFFER



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Distribute on-lot and in your local trade area to encourage customers to ride their motorcycles to SONIC® for Bike Night. Fields are editable on SOS.

- Auto Parts Stores
- Motorcycle Clubs
- Motorcycle Shops
- Garages
- Gas Stations

500 - \$27.50
1,000 - \$55.00

YARD SIGN



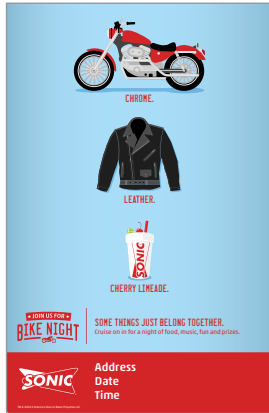
YARD SIGN

Place Yard Signs at the entrance and drive-thru.

Always check with your city to obtain permits if necessary to display Banners and/or Yard Signs.

\$9.70 for one yard sign with "H" stake.

POSTER



POSTER

Display (with permission) at local auto parts stores, motorcycle clubs, shops, garages and gas stations. Fields are editable on SOS.

Cost for one Poster – \$1.00

FACEBOOK



Post Facebook status updates in the early afternoon to drive traffic in the evening.

- Shake, rattle and roll your way down to SONIC® for Bike Night! Meet up, hang out and show off your two-wheeled beauty. What ride are you rockin' tonight?
- It's Bike Night at SONIC®, and we want you to hit the open road and head to our lot. All your friends might know the lowrider, but do they know about your slick ride?
- Weeknight warriors, unite! Ride your motorcycle to SONIC® for Bike Night and flash those chromed-out pipes while cooling off your own pipes with any one of over a million drink combinations. Which will you choose?
- We like routes – specifically the route from your driveway to our parking lot. Oh, and the Route 44®. Hop on your motorcycle and tackle both – because it's Bike Night at SONIC® and any Route 44® drink is just 99¢. What's your favorite route?
- Signal right and turn into SONIC® on your evening motorcycle ride for a big Route 44®. It's Bike Night at SONIC®, and they're 99¢ off. Don't have a bike? Why not stop by and check out the show?
- It's our turf, but we're opening it up to you and your two-wheeled beauty. Come out to Bike Night at SONIC® and show off your motorcycle – it's OK to let your eyes wander. What's your dream bike?
- Helmet hair welcome – it's Bike Night and we want you to come show off your pretty two-wheeled ride, or just check out the others. What are you craving on the menu tonight?
- Proud owner of a custom bike? Show it off at Bike Night and pick up a meal made to your liking. What are all the parts that build up your custom burger?

SMS TEXT COPY



Send SMS messages to customers to drive traffic. Be sure to include the location(s) and keep the message under 160 characters.

- Shake, rattle and roll your way down to SONIC for Bike Night and a 99¢ Route 44! Meet up, hang out and order up. Txt STOP to stop or HELP for help.
- It's Bike Night at SONIC, and we want you to hit the open road – all the way till you get to our lot. We'll be waiting! Txt STOP to stop or HELP for help.
- Weeknight warriors, unite! It's Bike Night at SONIC. Ride your motorcycle on out, or just come check 'em out. Txt STOP to stop or HELP for help.
- Signal right and turn into SONIC on your motorcycle ride for a 99¢ Route 44 – and to show off those wheels. It's Bike Night! Txt STOP to stop or HELP for help.
- It's our turf, but we're opening it up to motorcycles and their admirers near and far. Come out to Bike Night at SONIC! Txt STOP to stop or HELP for help.
- It's Bike Night at SONIC! Come show off your motorcycle – or just check out the sights. Txt STOP to stop or HELP for help.

ON-LOT PROMOTIONS



- Search for motorcycle clubs in your town. Invite the clubs to meet at SONIC® on a specific night.
- Promote drink or ice cream specials and sample new products or drinks during Bike Night.
- Host a motorcycle show during Bike Night.
- Cross-promote with local motorcycle dealerships.
- Run a special offering 99¢ or 20% off Route 44® drinks.
- Display Bike Night specials on LED message or marquee.

PRINTING AND ORDERING INFORMATION

Option 1: LSM materials available to download from SONIC® One Stop and print at your local printer.

Option 2: LSM materials available to print through Xpress Printing:

Bag Stuffers: 500 - \$27.50, 1,000 - \$55.00

Yard Sign (one per order): \$9.70

Poster (one per order): \$1.00

Please contact Xpress Printing at 316-613-2360 or sonic@xpressks.com.

Contact your RMD if you have any questions.