

Elementary School “Sonic Nights”

Team Work Will Be The Key To Success

We are now in the 2017-18 School year and we are currently attempting to setup “Sonic Spirit Night” schedules for your local Elementary schools to participate in this effective fundraising opportunity. Our primary nights for the “Sonic Night” events has been Tuesday & Thursday with only a few exceptions where we scheduled other nights during the week. I have listed some ideas that have worked for me in the past in preparation for Sonic Nights. I need your help or the help of your crew members to effectively conduct these events. At this point I am in contact with 32 elementary schools in all of our markets and already have as many as 3 Sonic Nights scheduled on some of the dedicated Thursday night time frames. If you would assign one of your assistant managers, a crew member or yourself, to coordinate these events they will be a success. It is obvious that I can only coordinate just one event on any Thursday night. It will be an asset to your Drive-In to take an active interest in these valuable elementary schools and fundraisers for them. Thanks for all your help, Billy

A Few Days Prior to the Sonic Night Event

- Contact the school and confirm the date and time for Sonic Night also find out how many students they have enrolled for the quantity of Sonic Night stickers needed for kids.
- Place Sonic Night message on store marquis.
- Contact Lance about obtaining Sonic Night kids stickers for all students enrolled.
- Contact Marketing Rep. to obtain Sonic Night quarter page flyers to be distributed
- Review crew schedule and confirm Thursday night event readiness.
- Confirm availability of helium and balloon inventory in proper quantities

One Day Prior to Sonic Night Event

- Locate Mascot suit and recruit a crew member to wear the Mascot at the school.
- Locate Sonic Night Yard signs to place at the school car rider lane.
- Locate Sonic Banner with logo to place at the school.
- Contact school and establish school daily closing time and ask them to announce the event on school PA system the day of event.
- Contact Marketing Rep. to have quarter page flyer emailed to school for distribution. School in the past have reproduced and distributed flyers at school expense.

Day Of Event

- Deliver Sonic Night stickers to the school before noon for office staff to distribute.
- Confirm crew member to wear Mascot and transport Mascot, flyers, banners and yard signs to the school prior to final bell.
- Arrive at school 30 minutes prior to release time to help mascot dress in suit, place Sonic signage in most visible area and determine where the car rider lane will be accumulating.
- At school closing walk down the car rider lane delivering Sonic Night flyers and a personal invitation to all parents to attend Sonic Night for their school tonight.
- Confirm that Sonic Night stickers are on kids shirts and have been distributed by school.
- Return to Drive-In and decorate the lot with banners, signage and balloons.
- Locate or create a School signup sheet for attendees and place in easy access.
- When event time arrives inform all speaker personnel to ask customers if they are associated with the school and notify management of the station number.
- Assign a crew member to deliver list to identified station number and confirm association with the school. Log, name, grade, home room teacher and number of attendees.
- Make a point to greet each attendee from the school and offer all kids balloons.
- After the school attendees have eaten distribute bounce back coupons with personal invitation for next visit.

After Event

- Locate sign in register and calculate the winning teachers class with the most Sonic Night attendees for class ice cream party and prizes.
- Schedule (within 2 working days after event) the delivery of ice cream for winning class and purchase a gift card for the winning teacher from Wal-Mart, Target, etc.
- Contact Lance for 10% of event sales check to give to school when prizes are delivered.
- Deliver ice cream to winning class, winning teachers gift card and 10% check to school. Make it an event and get as much recognition and visibility as possible during the delivery.