



Basketball Half Court Challenge

High School Fundraiser



What's Going On at Sonic Drive-In this Winter? "The Sonic Half Time - Half Court Basketball Challenge" For your School in 2017-2018

My name is Billy Wright and I am with Sonic Drive-In restaurants. We are making an effort to become more involved in the local community that has been so generous in their support of our restaurant. Listed below is an idea for school support and fund raising that can assist your school.

Basketball Half Time Events: We have experienced excellent results at sporting events during half time with school fundraisers. The "[Sonic Basketball Half Court Challenge](#)" is an event during an open basketball half time period where we supply "Food For a Year" coupons for people that make a donation to the school that qualifies them for an attempt to make a half court basket to win these coupons. We also have Sonic mascots that can appear during the game with discount coupons distributed. The cost to the school is nothing and 100% of funds collected during the event goes to the school, Sonic receives the community exposure, coupon distribution and satisfaction of making a real difference in our local community.

Sonic Half Court Challenge:

- During half time (10-15 minutes needed) anyone in the gym that donates \$5.00 to the school athletic department will get an opportunity to shoot a half court basket. Anyone making this basket will receive a coupon for "[Free Food For a Year](#)" at Sonic Drive-In. This will be in the form of a credit of \$5 per week for 52 weeks which translates to \$260.00 worth of Sonic food.
- Anyone that donates \$1.00 to the school athletic department will get opportunity to shoot a basket from the 3 point line for a "[Free Meal](#)" at Sonic. (this options works well for smaller children and people who just can't shoot from half court)
- Sonic will provide a half time script for the game announcer show that he may notify everyone in the gym about the half time fundraiser. The success of the event lies on the announcers abilities to get the word out and entice people onto the court during half time to participate.
- Sonic will have a Mascot visible in the gym as visual decoration for the half time event.
- Sonic will provide discount coupons to be distributed to all game spectators in the ticket office.
- We would like to hang a Sonic banner in the gym during the event.
- Everyone that participates in the Half Court Challenge will receive a Sonic Community Card if they make their shot or not. This card has 10 separate discounts on the back and more than covers their cost of participation.
- Sonic will provide an image library of pictures during the event that will be sent to school staff as a record of the event and links will be posted on our [Sonic North Georgia website](#).

We are open to any suggestions that might help [Sonic Drive-Ins](#) better partner with your school. We thank you for your interest and support of our Drive-In in the past, and look forward to hearing from you soon. Give me a call or email anytime.

Click on link below to see some of our past basketball events:

[Parkview High School](#)

[Apalachee High School](#)

[Winder-Barrow High School](#)

We Want To Be a Part of Your School!

Thanks again,

Billy Wright

Marketing Director

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High School Basketball Half Time Promo

Happy Holidays everyone,

It is now High School Basketball season which is a great opportunity to promote your store with valuable local visibility. To increase sales in a down market we need to stand out in the multitude of fast food competition just next door to all of our stores. We have started a promo in some stores that I hope everyone will adopt, it is the "Sonic Half Court Shootout" for "Sonic Food For a Year." I wish that I could be the one to implement this promotion in your town but time and location attaches me to one game and all the home basketball games tend to take place at the same time on Friday night. We need you to take the initiative and get involved in these very public events to let everyone know you are there in the form of a very involved and community minded restaurant, Sonic Drive-In.

This promotion features Sonic during the half time break, with a captive audience of everyone in the gym and the gyms are usually full. We need 10-15 minutes and the promotion consists of a school fundraiser that is outlined below:

- The box office/ticket office will distribute sonic discount coupons to all persons purchasing tickets to the game as they come in.*
- The Sonic mascot and Sonic Banners will be visible to all fans during the entire game.*
- Anyone that donates \$5 to the school athletic department will receive a chance to make a half court shot and if the goal is made they will receive a "Sonic Food For a Year Coupon" (\$5 per week for 52 weeks) All participants will receive a Sonic Community Card with \$? Discounts.*
- Anyone that donates \$1 to the school athletic department will receive a chance to make a shot from the top of the key for a free meal at Sonic (optional) this shot works for females and smaller kids that can not make a half court shot.*
- The game announcer will broadcast the event at regular intervals during the first half of the game.*

How to get started:

- 1. Review the schools in your local area and choose the closest high school with the largest visibility. Hopefully you are already involved in and working with this key school.*
- 2. Drive to the school unannounced (generally hard to get time allocated on phone) and ask where you might find the Athletic Director (1st choice) the Head Basketball Coach (2nd choice) or any available basketball coaches. Topic of meeting "Sonic Basketball Fundraiser"*
- 3. After you gain a face to face meeting explain the details of the half court fundraiser and do not limit the conversation to this one fundraiser, mention all of our fundraiser options but focus on the half court option at this point in time.*
- 4. When there is a positive response, obtain a current basketball schedule and attempt to gain allotted time in the posted home games focusing on the first available home game.*
- 5. When you have locked down a date, gain the name and contact information of the persons in charge of game day Ticket Sales, Cheerleaders, game night Announcer, and concessions coordinator.*
- 6. On return to the store locate the mascot suit and recruit someone to wear the suit on game night*
- 7. Check your Sonic coupon inventory and make sure you have enough BoGo type coupons to distribute to all attendees.*
- 8. Make sure you, as the store manager, can be available for the event and be prepared to coordinate the event from beginning to end.*
- 9. Contact (Billy) for a copy of the Food for a Year coupon printed with your store name and address and Free Meal coupons if you elect to add that competition to the event.*

Thank you for reading this email and please take advantage of this basketball promotion and it will be a great foundation for strong spring sales and couponing the game will create a current surge on game night. Let me know when you get a game scheduled and I will be glad to be at the event if I am not coordinating and event in another location.

The next document below will be a detailed, how to, on the day and night of the event.

Thanks for all your help, Billy



High School Basketball Promotion (day of event guide)

“Sonic Half Court Shootout” for “Sonic Food For a Year.”

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- The game announcer will broadcast the event at regular intervals during the first half of the game.***

How to coordinate the event (day of the game):

- 1. Locate mascot, make sure batteries are charged and confirm person that will wear the mascot.***
- 2. Locate BoGo type coupons for ticket office distribution and Sonic Banner to display in gym also you will need access to duct tape and bungee cords to mount the banner.***
- 3. Locate “Food for a Year” coupons and “Free Burger and Free Drink” coupons as prizes for event winners.***
- 4. Coordinate transport of Mascot, person wearing Mascot and marketing materials to gym***
- 5. Arrive at the school at least 30 minute prior to the 1st game.***
- 6. Locate the (Athletic Director/Head Basketball Coach) and ask him to introduce you to the announcer, the head cheerleader and the ticket office personnel. Ask him to designate someone on staff to collect and handle the money during the half time event and meet that person prior to game.***
- 7. Met the Ticket Office personnel and give them a supply of BoGo type coupons to distribute to everyone purchasing tickets to the game. (Make them feel special with a community card or Good Neighbor card.)***
- 8. Met the game announcer and give him a copy of the pre-prepared script (listed below) that will be a great help during the game and he will literally have something to read and will read it numerous times. The announcer is the key to attendance on court at half time so take the extra time to build a relationship with this all important key person to the success of the event.***
- 9. Met the head cheerleader and the schools mascot and encourage them to include our Sonic mascot in their cheer sessions and mascot collaboration.***
- 10. Help suit up the person wearing the Sonic mascot and direct him to stay in plain view of the most people in the gym. This place is usually in the area of the cheerleaders and he is to be on the court during the entire half time event. Encourage him to be very animated.***
- 11. Find a highly visible location in the gym and hang the Sonic Banner.***
- 12. During the first half of the game mingle with everyone in the gym with personal invitations to Sonic at every opportunity and introduce yourself to the concession stand coordinator and suggest using Sonic options.***
- 13. At the end of the second quarter and when then announcer opens the “Food for a Year” contest, gather your coupons, mascot, the school representative that will be in charge of the donated funds and locate at least two coaches or school staff to help officiate each shot. Move to the center of court.***
- 14. If entries are small use most visible side of court, if entries are abundant use both sides of court, one side for half court shots and one side for top of key shots. Make sure each person that makes a goal receives their coupons from you and try to get the names of each winner.***
- 15. Begin the competition and have fun!***
- 16. You will be surprised how positive the attitude of the audience will be toward Sonic. I have worked games where the crowd excitement at half time was much greater than excitement during the game.***
- 17. After the half time event collect all your excess marketing materials and help mascot remove the suit when you are ready to leave the event.***
- 18. After the game you will have a good idea of reception of Sonic and Sonic couponing now call and let the store know the game is over. You should receive a rush after the game with coupon use depending on time and weather.***

Thank you for taking advantage of this basketball promotion and it will be a great foundation for strong spring sales and couponing the game will create a current surge on game night and weeks after. Let me know the outcome when you complete an event.

***Thanks for all your help,
Billy (770-337-5510)***

