



# PAY-PER-VIEW EVENT BAR CHECKLIST

## PRE-EVENT

- Contact Joe Hand Promotions to confirm showing upcoming UFC Pay-Per-View event
- Contact beer and liquor reps to ask for merchandise to give away on fight night.
- Hang upcoming event posters in high-traffic areas (entrance, bathrooms, windows, etc.)
- Contact Joe Hand Promotions for log-in for event style guide
- Download radio and video ads from Joe Hand Promotions website
- Download official digital and social images from event style guide
- Send any custom images to Joe Hand Promotions for approval
- Advertise with local magazines, radio stations, MMA clubs or street team
- Post on social media accounts at least twice a week leading up to event
- Educate your staff on upcoming UFC events
- Send out an email blast to all customers in database about the event
- Pay early to be listed on the official UFC Bar Finder
- Check Joe Hand Promotions website for upcoming conference calls about the event

## EVENT DAY

- Follow the channel testing procedure found in the Bar Usage Guide or email from JHP.
- Post on social media to remind people that it is event day, include start time of event
- Make staff aware that it is fight night and answer phones by saying, "Home of UFC"
- Enhance guest experience with DJ, raffle, trivia or pick 'em contest
- Offer food and drink specials
- Gather customer information to start or add to a database of UFC fans

## POST-EVENT

- Hang up the next event posters
- Post pictures from event night on social media. Don't forget to tag Joe Hand Promotions or use #JHPUFC.
- Show FREE UFC Fight Night events that air on FOX and FS1.