

FOR BARS AND CLUBS

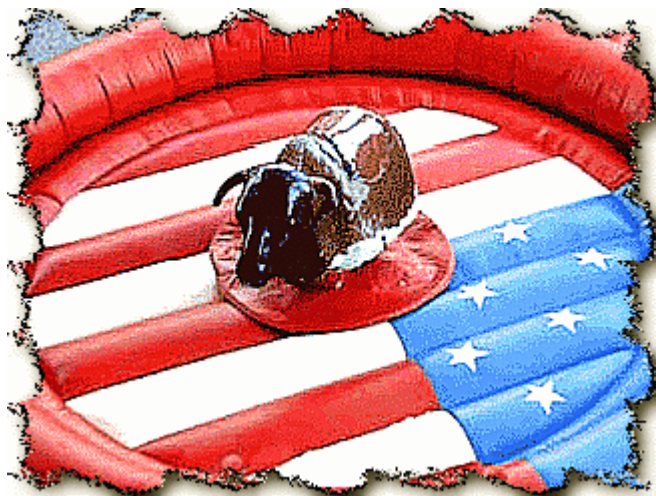
Is your lounge stuck in the "Same Old Rut"?

Managers and Owners need to bring change, and fresh and new concepts, and ideas, and theme nights, to the patrons... patrons, whose loyalty factor is built on the old adage "what have you done for me lately?"

Are you giving your patrons any FUN, I said FUN ? !? It's the same old music, same old people, same old drink specials, I mean if you're bored and tired of offering them, how do you think your patrons feel?

You have got to get off your butt and make things happen. Yes, you're worried about paying the rent, what bills are due, who is going to show up for work, but you have got to over ride all those concerns with the major concern, I NEED TO GIVE MY PATRONS MORE AND I NEED TO DO IT NOW!!!!!!!

Light Up *the Firecracker!*



Firecracker, our mechanical bull is an exciting game rental- and is the perfect idea for making any lounge event—or weekly theme night— more fun!

Firecracker is a hilariously fun activity which allows people of all ages to play. We had him a party the other night where people could not get enough of him. *Firecracker* is a great activity to draw a crowd, to

celebrate something, create a competition for a group, or even a "Series" of events—an "elimination" series!

For The Clubs...The Cold Hard Facts

Top Reasons Why A Bar or Club Looks Like a Ghost Town At Night...

It's Probably What You're Not Doing

It's not the new bar that just opened down the street, It's not the bands, and it sure isn't the people looking for a place to hang out, party and have fun. It's probably what you're not doing. If you don't make the effort to promote your bar and the *events*, you deserve what you get. Or what you don't get... happy returning customers and money. Blaming the events or bands for a poor turnout? They're not responsible for bringing you customers that will stay, even if they are their friends. Even if the music is great. You are solely responsible for whether your club or bar succeeds or not.

Promote Your Club/Bar and Promote the *Events*. It's Your Responsibility

WE MAKE PROMOTING YOUR CLUB EASY!!!

WE HAVE INCLUDED OUR OWN MARKETING PACKAGE HERE!!!

(Check out the last few pages of this special booklet!)

How can you expect people to come out and party if they don't know you exist? Or if you do exist, that you have something worth hauling their butts around for on the weekend, or weekday night? Do you think bands like having an empty bar to play to? Or that the patrons like hanging out in an empty bar feeling embarrassed to be there or embarrassed for the band or event staff, because they have to be there?

FOR BARS AND CLUBS

If you can add weekend listings of your bands and events in your local entertainment magazines or newspapers, that's the best way. If you're worried about costs, at least put a small one in the local paper's entertainment area, even the local 'penny saver' type of thing. It goes to thousands of homes right into their mailboxes. And it's cheap. Don't do anything fancy if you can't afford it. Just a plain ole text ad will do. Announce your event, theme night or what band is playing and at what time. Nothing to do with rocket science or low funds. There are free places online where you can add a link to your club (you should have a website, that goes without saying), or a text ad for your club. Calendars you can pop your weekend's lineup into

(Need a web site? Call us, We can set you up with a "Ride the Bull" Web Site at VERY MINIMAL COST!! Your patrons can upload their own photos, and tell how much a blast they had at your event!!)

PRINT OUT THESE
PROMOTIONAL POSTERS!!
HANG THEM UP AROUND TOWN

USE THE IDEAS!!

ATTRACT A CROWD!!

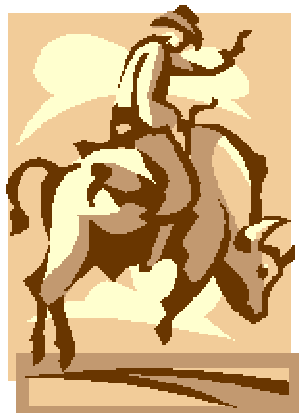
FILL YOUR LOUNGE THIS WEEK!!

Top Ten Excuses For Not Promoting Your Venue

- 1. We can't afford it.**
- 2. Why should we, it won't work anyway?**
- 3. I don't want to put that much effort into any promotion**
- 4. We don't need promotions.**
- 5. Promotions are a waste of time and money and energy.**
- 6. We are not that type of club.**
- 7. Our patrons don't care about promotions.**
- 8. We are way too busy on weekends to be concerned with week nights.**
- 9. Promotions are a pain in the rear.**
- 10. What's a Promotion anyway?**

Our Ideas Make Promoting Your Event Easy!





BAR/NIGHTCLUB MONEYMAKING IDEAS



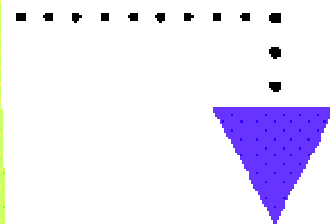
1. Having a Mechanical Bull on site is a surefire way to UP the excitement. Charging a cover charge to get in and then letting customers ride for free is better than having them pay to ride.
2. Plan a bull riding contest to take place at least 2 or 3 hours after the opening of your club or after the normal start time for a band or DJ.
3. Have customers interested in competing, sign up ahead of time & it's a good idea to have them sign a waiver at the same time.
4. Let everyone have at least one free try on the bull and contest contestants should be allowed 2 or 3 tries to "warm up". Watching them will get people interested and they'll begin to pick favorites to root for.
5. The prize can be anything you can imagine. Gift certificate to your restaurant, drink certificates. If you can get it sponsored by a beer manufacturer, they usually have lots of merchandise for giving away.
6. Another easy way to add fun and make more money is to have someone taking pictures of the bull riders. Have a few cowboy hats available for customers to "borrow" Put the pictures into inexpensive cardboard frames (western theme?) and sell them to the customers for whatever you feel is appropriate.
7. Come up with a "BULL RIDER'S DRINK SPECIAL" (a margarita maybe) and offer it as your "drink special of the night."

MOST IMPORTANTLY ADVERTISE AT LEAST 2 WEEKS IN ADVANCE. PUT UP POSTERS, LET THE EXCITEMENT BUILD.

DATE: / /

TIME:

PLACE:



MECHANICAL BULL

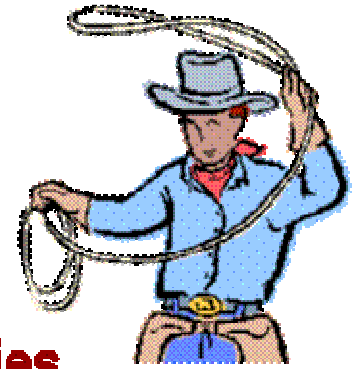
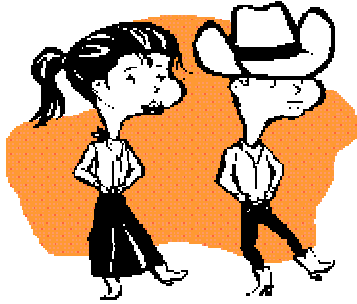
**Ride FIRECRACKER
for an explosion of fun!**



WESTERN THEME DECORATING

Here are some quick ideas that you can do yourself

- 1. Make your own wanted posters (even funnier if you use pictures of some of your guests or of yourselves).**
- 2. Use Cowboy hats as bowls for chips etc. Line with a bandanna or napkin.**
- 3. Use bandannas as napkins, tie them around bowls or place them under plates to carry through on the design.**
- 4. Find small plastic boots (like a doll would wear) to fill with dip.**
- 5. Print out cardboard sheriff's badges with your guests names on them to use as place cards or napkin rings.**
- 6. Spread around some bales of hay, cowboy hats & boots, bandannas, etc.**



Fun Western Party Activities

- 1. Square Dancing or Line Dancing**
- 2. Roping contests (rope a post, fence, anything you can think of), making a Lasso (can you?)**
- 3. Pie eating contests**
- 4. Decorate your own cowboy hat station (you supply the decorations, they bring the hats)**
- 5. Poker table (no saloon would be complete without one)**
- 6. Western Karaoke**

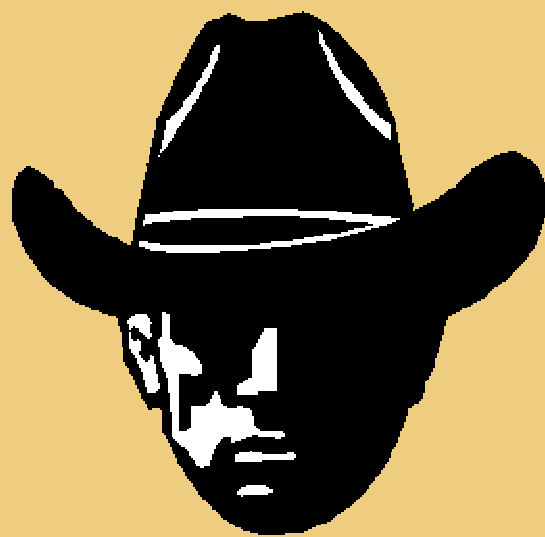
example

Sheriff
Bob



Insert Name Here

WANTED!



REWARD

\$1,000



WESTERN MENU

Roast Pig
Barbecue Ribs
Pork & Beans
Chili
Stew