

# Shooters Pub P.G. Rec. Hockey League

November 30, 2007

## Attention: League Members

The P.G. Rec. Hockey League is very pleased to announce that we have a major new sponsor for our league. Effective today we are now sponsored by The Shooters Sports Pub and their associated businesses. Our new league name will now be **Shooters Pub P.G. Rec. Hockey League**. This 5-year agreement is an annual \$4000 sponsorship and ad package. Also Shooters Sports Pub will be offering a great rewards program to teams that support their various liquor stores and pubs. Your team will receive 20 key fobs at one of your upcoming games. The fobs are scanned when purchasing products from any of the 5 liquor stores Shooters has, and automatically store the dollar value of your purchase which is added to your teams total for the month and the year. (This is the **VIP program**) We will also ask teams and individuals to keep receipts for money they spend in any of the 3 pubs and the 10<sup>th</sup> avenue liquor store. These businesses are part of the Shooters Sport Pub Holdings. At the end of each month your team will hand in the receipts in an envelope with the total combined value of the receipts for that month written on the outside of the envelope. This amount will be added to the total that is automatically calculated every time you swipe your fob at the liquor stores. Your team will get one ticket into the monthly draw for every \$50 spent.

## **Loyalty Prizes and Promotions**

The monthly pub night award will begin with draws for receipts collected from now until the end of December. This year there will be 5 pub nights through the end of March and then a grand prize pub night drawn from all receipts collected for the year. (Next year we will also include October and November - 7 pub nights. The October draw will include receipts saved from April 1 to October 31 of the current year). Each pub night will have a value of \$500 to be used to purchase alcohol and food only in Shooters Sports Pub. Each pub night winner will receive gift certificates that have a value adding up to \$500 to be used whenever a team wants. To start with the gift certificates value will be 2 x \$200 and 1 certificate for \$100. A year-end draw made from all receipts handed in for the year (April 1 to March 31) will be conducted on or around April 1<sup>st</sup>. This draw will be for the year-end pub night listed above. An additional award will be made for a prize package supplied by Shooters Sports Pub. The prize package will have a retail value of \$1000 and the content of the package will be announced later. This prize package will be awarded to the team that brings in the highest dollar value in receipts.

I have attached a sheet that lists the daily specials at Shooters Sports Pub. Also bring your teams in after the game for jug specials. For every 3 jugs you order you will receive your 4<sup>th</sup> jug free.

The following is a list of the liquor stores that are part of the **VIP program**. Remember to use your key fob every time you make a purchase at the following locations.

**B.X. Cold Beer And Wine (Carney Street next to the BX Pub)**

**Shooters Liquor Store (Redwood Square)**

**Shooters Liquor Store # 2 (Vance Road across from Future Shop)**

**Shooters Express (Westwood Drive)**

**Shooters Liquor Store # 3 (Across from CN Center next to Shooters Sports Pub)**

The following is a list of the 3 pubs and liquor store that are participating in the receipt program.

**Shooters Sports Pub located across ospika blvd. From the arenas.**

**Shooters Bar & Grill located at 6<sup>th</sup> and brunswick.**

**BX Pub located at 5<sup>th</sup> & Carney St.**

**10th Avenue Liquor Store**

And **keep** those receipts then **turn** them in each month.