

# **MAIN EVENT PLANS BOOK**

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**Team:**

**Sophia Berry**

**Sam Watson**

**Casey Culbertson**

**Hannah Sharonne**

**Caroline Decker**

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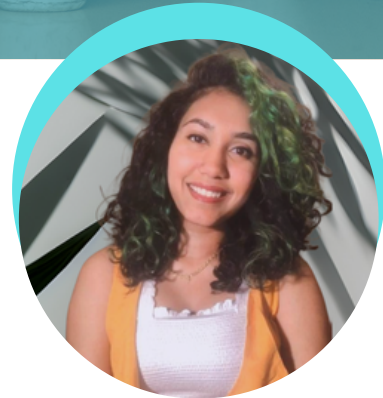
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# Meet The Team



Sophia Berry, Account Executive



Hannah Sharonne, Copywriter



Casey Culbertson, Photographer



Sam Watson, Videographer



Caroline Decker, Art Director

# EXECUTIVE SUMMARY

Our integrative marketing campaign has a primary objective of expanding Main Event's reach to its target audiences, which include college-aged students, school principals, corporate clients and parents of young children. The primary goal of the campaign is to boost corporate event bookings, as well as increase the hosting of college student organization and grade school play academy events at Main Event. Additionally, we hope to maintain and attract the parents who bring their children to Main Event.

To achieve this objective, we plan to utilize a variety of advertising channels together, including sponsorships, social media, paid media, and the creation of new promotional materials.

By partnering with Baylor New Student Experiences, tailgates, local churches, and greek life organizations, Main Event can increase group foot traffic and engagement on social media.

By Increasing frequency of social media posts and creating a consistent, exciting theme and tone, more consumers will be reminded of Main events offerings.

Creating new promotional strategies and products will not only increase brand awareness, but also increase customer engagement as consumers use these items. Promotional products have the ability to create a fun and memorable experience for customers, building a sense of trust and loyalty between them and Main Event.

The opportunity, recommendation, and budget are concluded in this report through primary and secondary research.

We have a budget of \$6,000 and we plan to reach 3x ROI within a 5 month period.

By integrating multiple channels and strategies, Main Event can increase their customer base and encourage more events to be hosted. The campaign is expected to have a positive impact on Main Event's business by targeting a diverse group of customers and increasing brand awareness.

# COMPANY ANALYSIS

## Mission



Main Event belongs to Event Entertainment and Gaming Industries with headquarters in Dallas, The Waco location was founded in April 2022 and offers a wide range of activities. Main Event strives to celebrate and create memories for anyone who walks in their doors. This begins with the goal to instill their values throughout the company.

RAISE THE  
GAME

GO ABOVE  
AND  
BEYOND

SPEAK UP

MAKE IT  
MEMORABLE

WIN  
THROUGH  
PEOPLE

## Culture



From our observational study, the culture seemed motivating, fun, nimble and kind. The team was very welcoming toward us, and respectful to each other.

From the Main Event website, the culture can be described as unforgettable. This is because the team members are "genuine, they have a passion to serve, they embrace FUN, they are ambitious, they challenge themselves and their team members, they look for opportunities to continue to grow, and they make an impact in the lives of those around them."

## Ambitions



Main Event Waco's future. They expressed interest in reaching more Baylor students, improving corporate event advertising and boosting school program advertising. Main Event Waco seems to be open to our advertising suggestions since it may lead to improvement and further success.

## Risk Level



Since Main Event Corporate limits some of our recommendations, there is not an excessive amount of risk to incur.

## Sales Trends



Main Event Waco has been open for less than a year, so a report on the sales trends and market share in the last seven years is inapplicable. The company has been profitable. It has been reported that the center has exceeded all revenue expectations and profit expectations since opening on April 1st 2022.

# CONSUMER ANALYSIS

## TARGET MARKET PROFILE

Main event's main consumer segments to target include corporate clients, college students, school principals and directors and mothers. There is no primary gender in any of the segments and they all reside in the Waco area.

- To boost corporate event bookings, corporate clients are targeted.
- To bring awareness of the large venue as a perfect spot for organizational events and social gatherings, college students are targeted.
- To spread the word about the school programs and large event space for grade school children to interact and enjoy, principals and school directors are targeted.
- To continue sparking awareness of all the available games and activities to keep children busy, mothers are targeted.

*All four main consumer segments are listed below:*



### **CORPORATE CLIENT: COLIN**

**Age:** 35, in the 23–55 age range

**Hobbies:** Hanging with friends, playing card games, playing basketball, reading

**Interests:** Star Wars and the NBA

**Favorite social media:** Instagram and Facebook

- Engages with pictures, videos and text posts

**Family:** Single

**Annual Income:** \$73,000



### COLLEGE STUDENT: CARRIE

**Age:** 20, in the 18–22 age range

**Hobbies:** Playing spike ball, bowling, participating in greek life, going to Baylor sporting events

**interests:** Fitness and blogging

**Favorite Social media:** Instagram

- Engages with reels, videos and pictures

**Family:** Single, parents live far away

**Annual income:** \$7,000



### SCHOOL PRINCIPLES/ DIRECTORS: PAUL

**Age:** 42, in the 35–65 age range

**Hobbies:** Dining in downtown Waco, going to the farmers market, attending community events

**Interests:** Keeping up with local sports teams and Artificial Intelligence games

**Favorite Social media:** Facebook and LinkedIn

**Family:** Wife and a child

**Annual income:** \$88,000



### MOTHER: MARY

**Age:** 36, in the 25–53 age range

**Hobbies:** Taking kids to soccer games, going to pilates, dining in downtown Waco, attending community events

**Interests:** Playing games with her kids and fitness

**Favorite Social media:** Facebook and Instagram

- Engages with pictures and sometimes videos

**Family:** Husband and three children

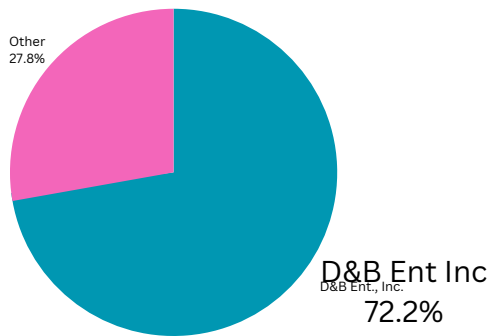
**Annual income:** \$43,000

# MARKET ANALYSIS

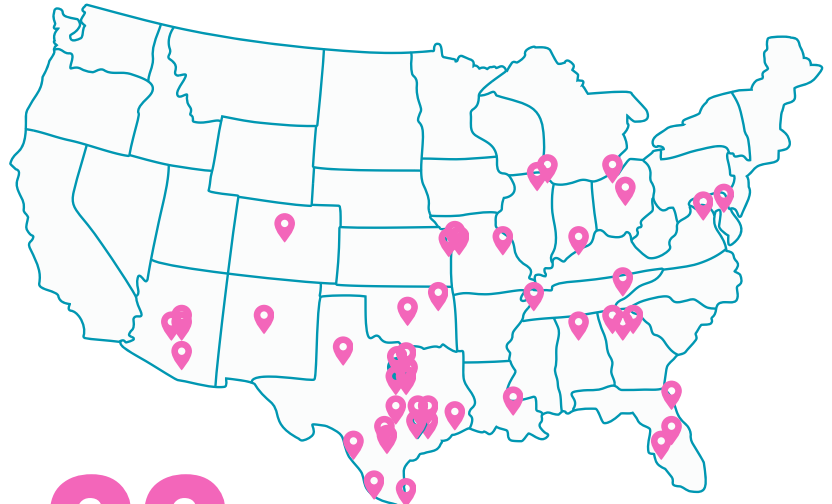
## Market Size and Share

In June 2022, **Main Event** was acquired by **Dave & Busters** for \$835 million.

**D&B** made \$1.3 billion in revenue in 2022, and are projected to make \$1.96 billion in 2023



## Distribution and Regionality

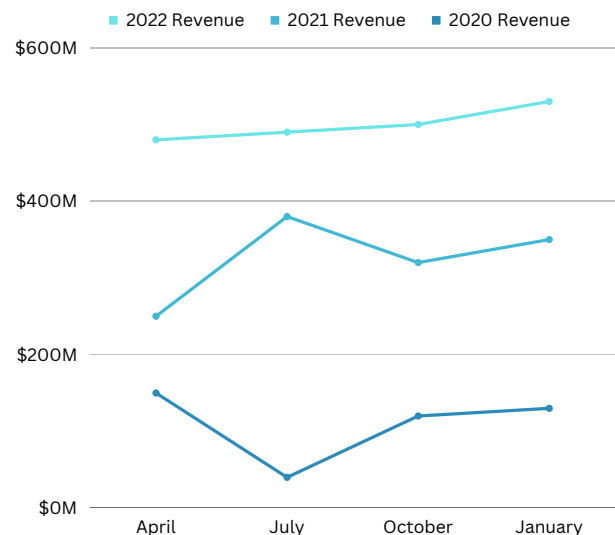
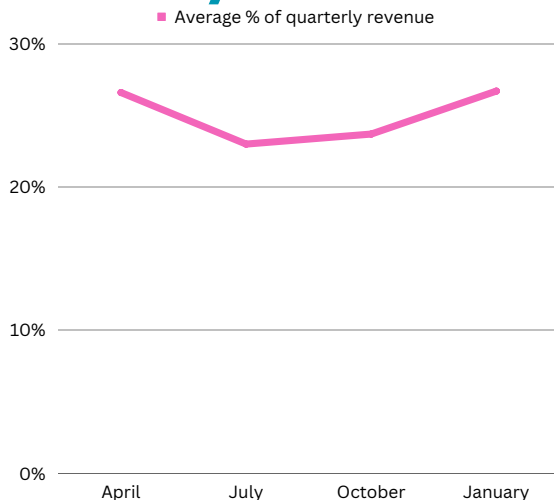


**22** locations in Texas  
with **13** additional locations in the southeast

## Development Potential

The arcade, food and entertainment complex industry is expected to continue to grow to fill pent-up market demand. This offers growth opportunities for Main Event. The market has been increasingly dominated by Dave & Busters, as they've consistently outperformed competitors in the industry in revenue growth, annual revenue and annual growth. In terms of seasonality, D&B Entertainment, Inc. has experienced consistent growth with huge leaps in revenue in the first quarter each year. As Dave and Busters continues to grow, so should Main Event as a subsidiary. Last year, the second quarter was the lowest-earning quarter. We will offer recommendations to resolve this through your target markets.

## Seasonality



# MAIN EVENT WACO'S PRODUCT ANALYSIS

## BOWLING

The bowling experience features state-of-the-art scoring systems and surround sound. Food and drink is available for customers while bowling. There is a VIP room that includes 2 lanes and can be closed off entirely.



## VIRTUAL REALITY

An advanced gaming experience! Guests can use the latest in technology gaming systems. VR will immerse individuals in many different worlds.



## LASER TAG

Perfect for group events! Multilevel playing field for all ages to enjoy. Starting at just \$15.99 per guest for a reserved room with food included.



## BILLIARDS

Regulation billiards tables that are fun for everyone! Anything from shuffleboard, pool tables, and foosball.



## GRAVITY ROPES

Suspended 20 feet in the air! This is the ultimate tightrope test. Includes rope bridges, a balance beam, and a combination of gravity ropes courses.



## FOOD & DRINK

A variety of snacks, appetizers, desserts, and main dishes are available. Alcoholic and non-alcoholic drinks are also available for purchase. Group events can include meal plans.

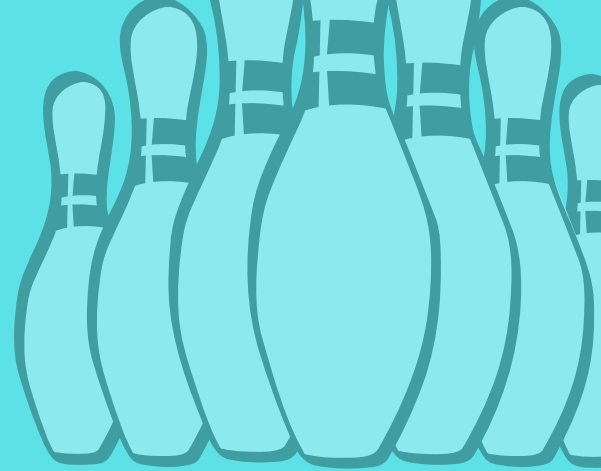


## GAMES

There is no shortage of arcade games here! Main event offers anything from the classic Mario Kart to recent character/movie themed games. There are both single player and multiplayer games.



# MAIN EVENT WACO'S PRODUCT ANALYSIS



## Party Packages



- Pancakes and Play = 19.99 Per Person
- Birthday your Way (1 Activity) = \$16.99 per person
- Birthday your Way (2 Activities) = \$21.99 per person
- Birthday your Way (3 Activities) = \$26.99 per person
- the Ultimate Gamer (Upgrade with VR) = \$25.99 per person
- The Main Event (Fully Loaded) = \$29.99 per person
- Teen All Access = \$29.99 per person

## Corporate Packages

- All Access Pass
- Corporate all Access Pass
- MVP
- All Day Meeting
- Happy Hour
- Corporate Full Facility Buyout
- Level Up
- Fun 101



## School Packages

- Project Graduation/Prom
- Tag 'N Fun
- Bowl N' Fun
- School All Access Pass
- School Lock in 3 or 4 Hours
- Split
- Play Academy
- Play it forward



## Group Packages

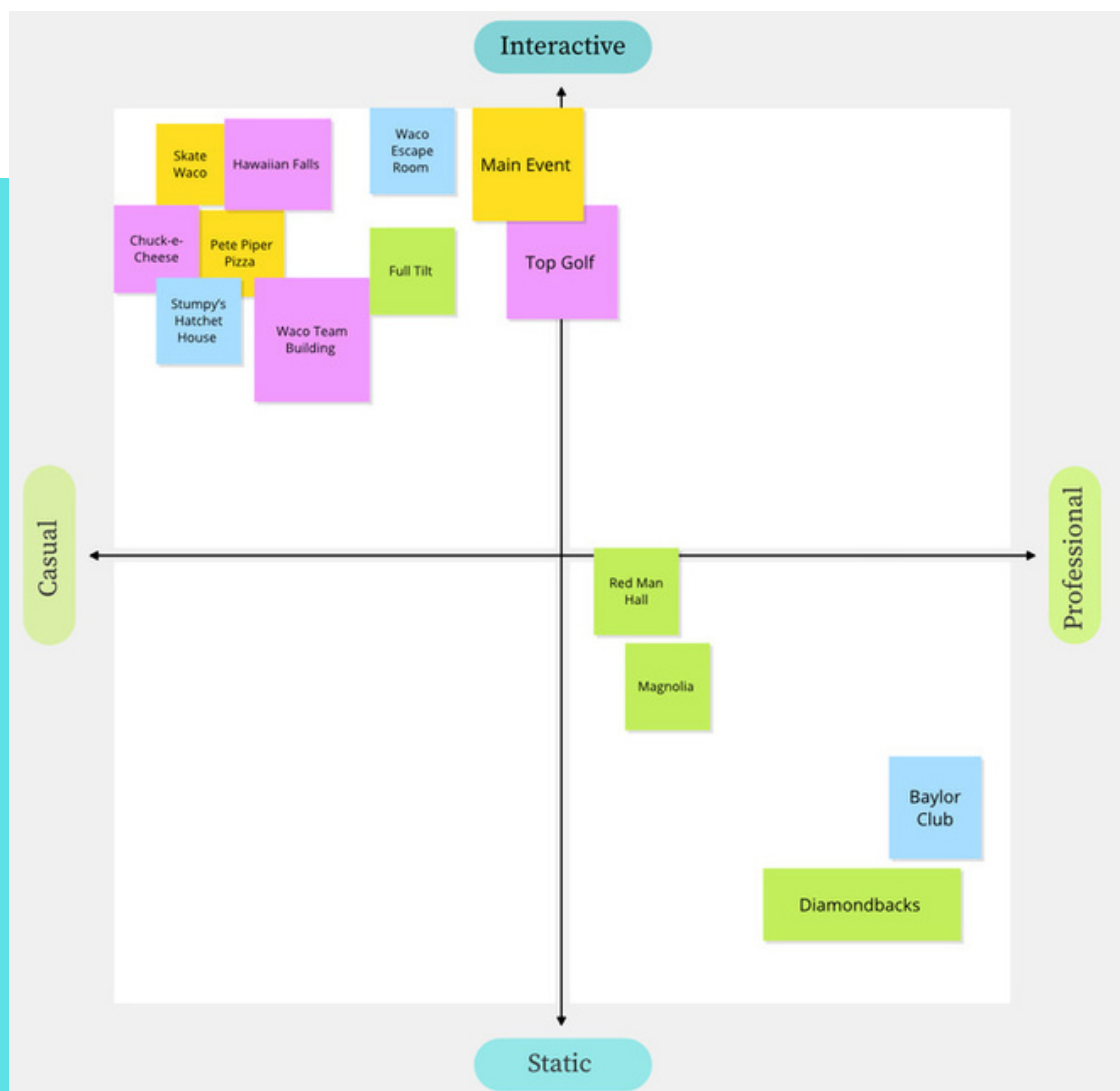
- Group Lock In 3 or 4 Hours
- Group Bowl 'N Games
- Championship
- The Main Escape
- Group Facility Buyout
- All Star
- Wedding
- Group Games 'N Fun
- Quinceanera



# COMPETITIVE ANALYSIS

## PERCEPTUAL MAP

The perceptual map was created based on interviews about consumer's perceptions of Waco's corporate team building spaces and activities. When searching for corporate team building events in Waco, Main Event is not on any lists regarding Trip Advisor, blogs, or Yelp. Main competitors similar to Main Event are Top Golf and Waco Escape Rooms. However, Main Event has an edge in which professionalism and a casual environment can be included on the event based on the package. Focusing on professionalism in future endeavors with team building events will push Main Event in an area that Waco is not experiencing-professional and interactive corporate team building events.

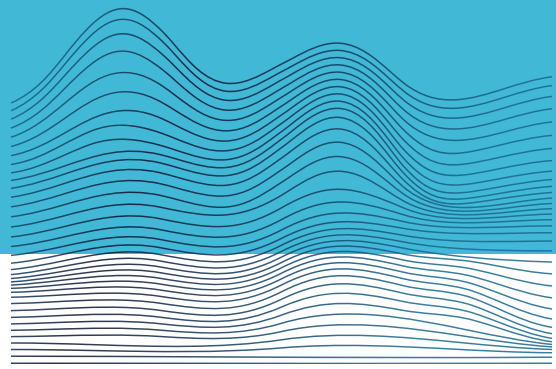


# COMPETITIVE ANALYSIS



SEO:					
Target Audience:	Corporate	Teens and corporate	Tourists & families	Children & families	Children & families
Price:	\$\$\$ \$50+	\$\$ \$25	\$\$ \$30	\$\$ \$20+	\$ \$15+
Hours:	 10am - 11pm Fri-Sat 10am - 1am	 2pm - 8pm	 9am - 6pm	 10am - 8pm	 11am - 10pm
Variety:					
Food & Drinks:					
Customer Appeal:	<ul style="list-style-type: none"> <li>Service: 40%</li> <li>Pricing: 14%</li> <li>Taste: 46%</li> </ul>	<ul style="list-style-type: none"> <li>Service: 67%</li> <li>Pricing: 33%</li> <li>Taste: 0%</li> </ul>	<ul style="list-style-type: none"> <li>Service: 39%</li> <li>Pricing: 43%</li> <li>Taste: 18%</li> </ul>	<ul style="list-style-type: none"> <li>Service: 27%</li> <li>Pricing: 39%</li> <li>Taste: 34%</li> </ul>	<ul style="list-style-type: none"> <li>Service: 35%</li> <li>Pricing: 14%</li> <li>Taste: 51%</li> </ul>
Image to Text Ratio:					
Color Palette:					

# CLIMATE PEST ANALYSIS



## POLITICAL



The minimum wage is being raised in other states while Texas remains at the Federal minimum wage which is \$7.25 an hour.

## ECONOMIC



Inflation is raising the prices of food options, because it is costing more for Main Event to obtain the ingredients. This is adding pressure on them to raise prices in order to keep their margins.

The median age in Waco is 28.9 and the median household income in Waco is \$40,349

## TECHNOLOGICAL



VR Technology is becoming more advanced and Main Event is trying to keep up with the improvements.

Researchers at MIT have found that more than 80% of technologies improve at around 25% per year.

## SOCIAL TRENDS



Population: The Waco population is growing at a rate of 0.97% annually and the population has increased by 2.96% since the last census in 2020.

Waco is socially driven by Baylor University staff and students during the school year.

Demographic Makeup: 43% white, 32% Latinx American, 22% African American, 2% Asian American.

## STRENGTHS

- Long hours, open until 2:00 am. Appeals to all age groups
- Radio Advertising
- Bar and food
- Private spaces available
- Food truck advertising
- Strong LinkedIn Presence
- Clean and well kept

## WEAKNESSES

- Inability to change portions of branding and messaging due to corporate guidelines
- Social Media
- Frequency of posts
- Consistency of brand image
- Use of videos
- High price of tickets
- Advertising for corporate events Advertising to target Baylor. organizations

# SWOT

## Analysis

## OPPORTUNITIES

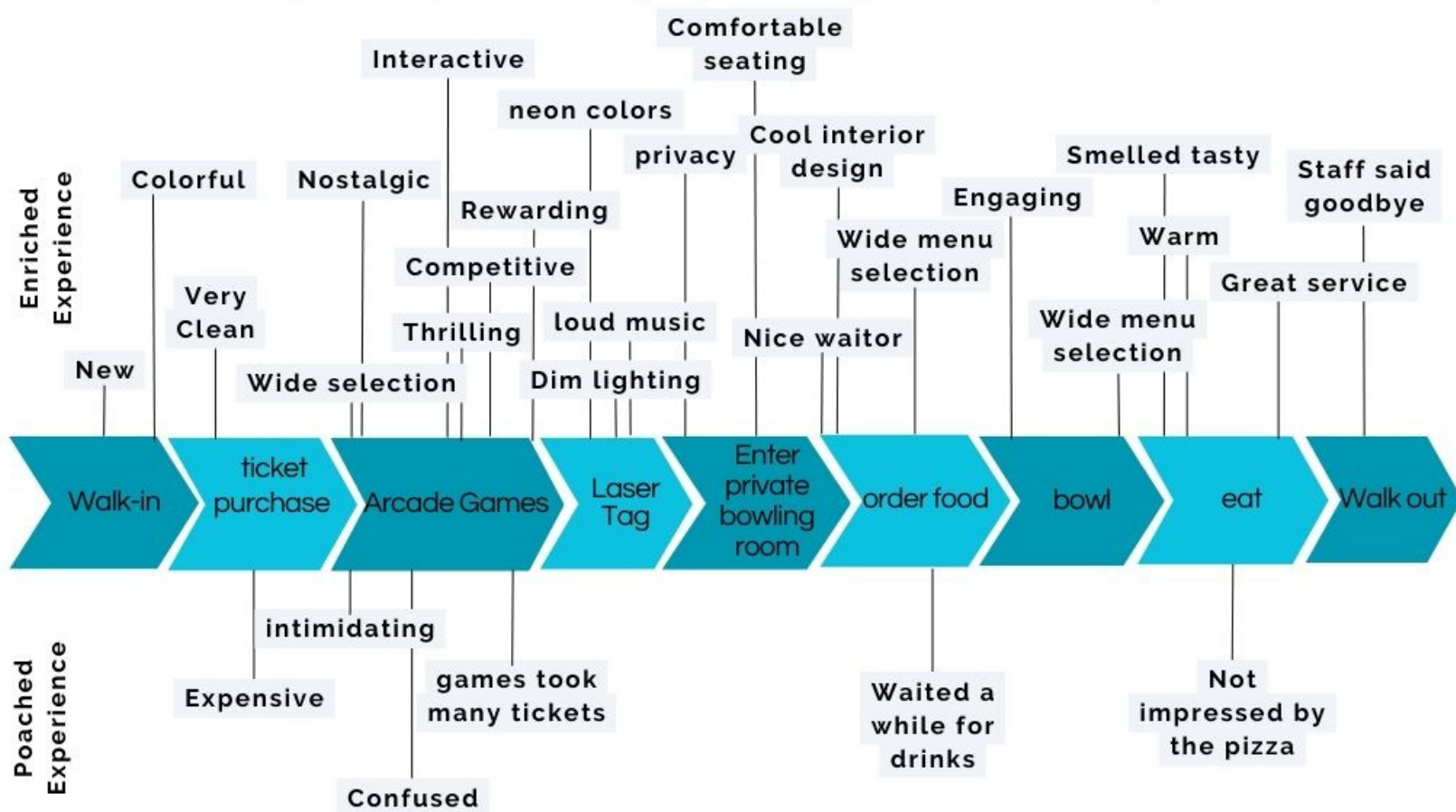
- Improve Social Media, specifically Instagram
- Advertise the private bowling room Target more Baylor Students
- Advertise group events to organizations and greek life
- Target more corporate clients
- Advertise Fast Wifi, clear screens, and privacy
- Increase advertising toward corporate events
- Increase advertising toward school programs
- Advertise on Waco Moms website

## THREATS

- Businesses in the entertainment industry, and businesses that can hold corporate events
  - Top Golf
  - Urban Air
  - Peter Piper
  - Chuck-E-Cheese
  - Hawaiian Falls
  - Magnolia
  - Baylor Club
  - Waco Escape Room

# PRIMARY RESEARCH CUSTOMER JOURNEY MAP

The Main Event Customer Journey Map was created based off of primary research. The primary research data consisted of an observational study, personal experience and customer reviews. It tracks every touchpoint a customer interacts with from the moment they enter until they leave. The map identifies both positive experiences and pain points along the customer journey.



# PRIMARY RESEARCH SURVEY RESULTS

For part of our primary research, we conducted three surveys of college students. Their responses provided us with valuable insights into how to meet their entertainment needs. Below are their most insightful responses.



Speaker 1: Social chair of sorority  
Speaker 2: Male student  
Speaker 3: Female in a sorority

## Have you considered Main Event for a social event for your Greek life organization?

Speaker 1: "We would consider Main Event for mixers in the fall semester because in the spring our events are more formal."

Speaker 2: "No, but I think it would be fun to play laser tag again."

Speaker 3: "No... not personally, but if it was an option I would be excited to go."

## What do you prioritize or look for when choosing a venue?

Speaker 1: "We emphasize enough space to accommodate everyone when looking for venues or places. The second thing we prioritize is aesthetics."

Speaker 2: "Just that they are fun and the popularity of them among organizations."

Speaker 3: "I look for somewhere where there's something for everyone to do, it's very versatile, so like everyone will have fun... for boys and girls."

*Main priorities: Large space, fun, versatile, young aesthetic*

## What are some barriers when considering Main Event?

Speaker 1: "I don't feel like there is a ton of barriers for Main Event. A lot of times sororities are required by Baylor to pay for transportation when a venue is a certain distance away. Main Event may be outside of this range. This leads into a cost barrier."

Speaker 2: "We were going to plan with Main Event but it ended up not working out. The pricing was easier if we did it ourselves instead of choosing a package."

Speaker 3: "It's kind of like marketed towards little kids, so like people might not want to go because you just think it's like little kids there."

*Main possible barriers: Transportation, pricing, kiddish*

## What are your impressions of Main Event?

Speaker 1: "A bunch of college students playing games and just being kids again. Honestly, that's something we don't take advantage of anymore. I think it's something that would for sure bring that side out of us as college students."

Speaker 2: "That it's super loud and fun. I think of me and my buddies all laughing."

Speaker 3: "My feelings when considering Main Event as a site for a social event are that it's chill, calm, informal, and fun."

*Main impressions: Informal, fun, nostalgic*

# ADVERTISING OBJECTIVES

The overall marketing goal is to increase ROI x3. Here's how:

**SPECIFIC:** Advertise to gain attraction by hosting corporate events at churches, campus sponsorships to connect with Baylor student life, and distribute tote bags and tees with the Main Event logo to keep the brand in the minds of current and prospective clients. Optimizing SEO and Instagram pages will help in this.



**MEASURABLE:** Track frequency sweet spot and focus on which advertising method is more successful based on traffic and the rate of attendance or restock of promotional merchandise.

**ATTAINABLE:** To showcase our client's products and have measurable data of the campaign's success through an increase in sales profits and traffic to their website.



**RELEVANT:** To promote new ventures and deals to build new connections with Baylor students and draw in core target audiences with trendy events and merchandise.

**TIME BOUND:** The campaign should span two months because it is the summer break which poses new criteria. The campaign will start on August 1, 2023 and end on November 30, 2023.



# SUMMARY OF RECOMMENDATIONS

Main event needs to stay relevant among their audience, especially college-aged students, younger students, corporate clients and parents of young children. In order to do so, they need to focus on improving the frequency and value of their posts and increase their amount of advertising channels. Below are our main recommendations that will be covered more in depth in the following pages:

- **PAID MEDIA**

- Purchase 2 months of advertising on The **Baylor Lariat website**
- Purchase paid Yelp advertisements for 3 months
- Purchase paid Instagram posts

- **IMPROVE INSTAGRAM PRESENCE**

- create a business account to track analytics
- purchase sponsored posts (10k impressions)
- post 3x a week
- posts are unique and eye catching
- posts have a call to action

- **IMPROVE DISTRIBUTION AND TYPES OF PROMOTIONAL ITEMS**

- Distribute Main Event **fans** at Baylor football game tailgates
- Hand out Main Event **coupons** at Baylor football game tailgates and to directors of Baylor and McLennon Community College tours to distribute to touring students.
- Give out the Main Event corporate-themed **shirts** to corporate clients.
- Give out coupon magnets to corporate clients and to churches to distribute to their members.
- Give out Main Event **tote bags** to church members when partnering with church events, and to corporate clients.

- **PARTICIPATE IN MORE SPONSORSHIPS**

- Set up a **Main Event tailgate** at Baylor football games (8 games)
- **Partner with Baylor and McLennon Community College campus tours**
- **Partner with Baylor sororities and fraternities** by having an employee represent Main Event at a chapter meeting, sharing services and opportunities for their events.

- **ADDITIONAL ADVERTISING TO SPARK PUBLICITY**

- Post **3-4x a week on Facebook**, using eye-catching, unique posts with a call-to-action.
- Feature a Main Event **blog** on Waco Moms about how parents and children can enjoy Main Events services
- Feature **Public Relations piece about why student organizations should have Main Event host their events.**
- Feature a **Public Relations piece about why team building is important** for corporate clients, and how Main Event's services can fulfill this need.
- Record a **video** about how Main Event can make you feel like a kid again, and feature it on social media platforms.



# CREATIVE SOCIAL MEDIA

## Social Media Checklist

- Post Daily
- Use Hashtags
- Tag Sororities
- Tag Fraternities
- Use Instagram Stories
- Link Website in Bio
- Follow other local accounts
- Paid advertising posts
- Use QR codes
- Infographics on stories for events

## Recommend Hashtags

### College Audience

#sorority #fraternity #baylorstudents  
#nightout #weekendfun #funforall  
#happyhour #friends #makingmemories  
#fallevent #springevent #datenight  
#gno

### Corporate Audience

#sharethefun #outofoffice  
#teambuilding #VIP #happyhour  
#corporateevents #waco #local  
#nevergrowup #MVP #alldaymeeting  
#levelup #fun101

### Family and Youth Audience

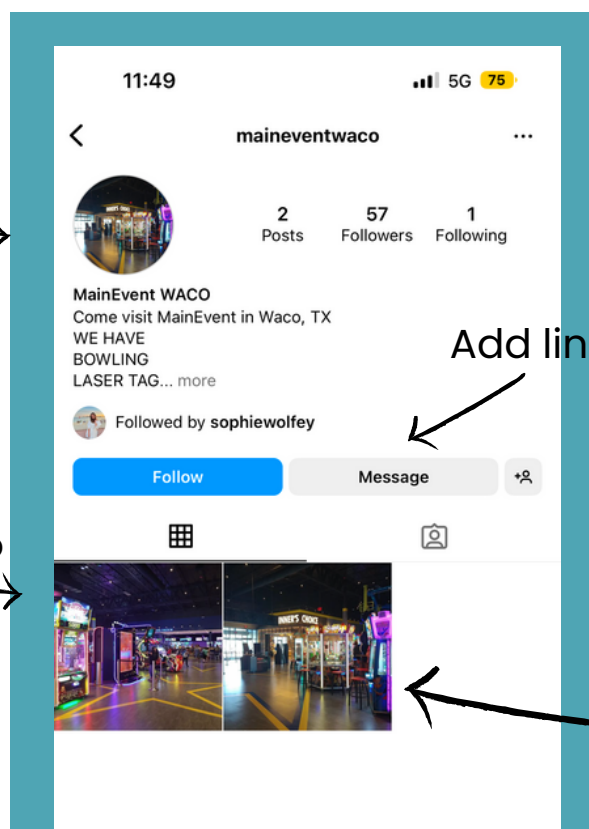
#birthdayparty #teambuilding  
#afterschool #wacoevents #sharethefun  
#memories #makingmemories #winning  
#familyfun #playandsave  
#levelunlocked #games #VR  
#playacademy #allstar #tagfun  
#playnfun

## Current Instagram Account:



Use Stories daily →

End captions with a call to action →



← Add link to Website

← Add Posts  
3x a week

# CREATIVE SOCIAL MEDIA

## Mock Instagram & Facebook Posts



Tag Baylor Fraternities and Sororities in college posts



Now Playing

Weekend Fun at Main Event



125

3:30

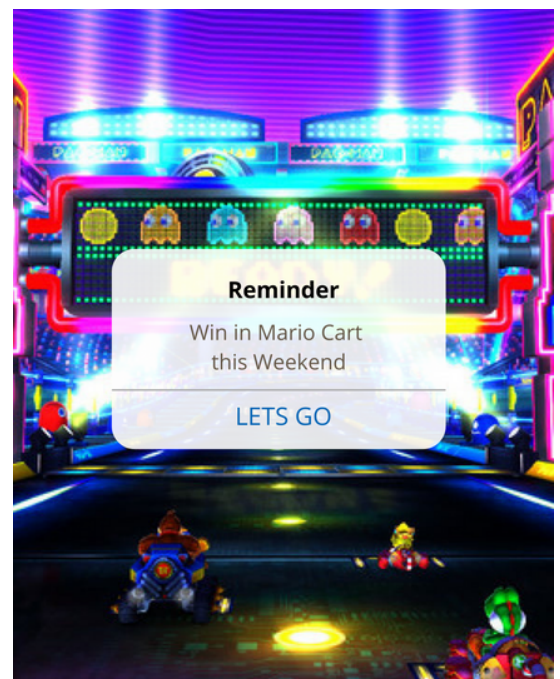


**Caption:** It's time to plan that office getaway you've been dreaming about! #corporateevents #happyhour #breaktime #office #waco #local

**Caption:** Let us help you plan your next sorority or fraternity event! #sorority #fraternity #baylor #studentactivities



**Caption:** It's all about customization! #mainevent #packages #fun #weekend



**Caption:** Who in your group will be the champion?? #family #friends #gamenight #weekendfun

# CREATIVE STUDENT ORGANIZATION SPONSORSHIP

## PowerPoint Presentation for a Sorority Chapter Meeting

### MAIN EVENT GROUP PACKAGES

- Affordable
- Customizable
- Team Building
- Interactive



SCAN ME



Sororities at Baylor have weekly chapter meetings, and at the beginning of each meeting there is a time for outside announcements. Those outside of the sorority can come in to give a short presentation on what/who they are. This is an example of a PowerPoint slide that could be presented to the chapter while the speaker from Main Event gives the presentation. This is an opportunity to reach the greek life at Baylor University in a cost effective way.

### Contacts for Sororities at Baylor

- Kappa Kappa Gamma: [kkgbaylor@gmail.com](mailto:kkgbaylor@gmail.com)
- Delta Delta Delta: [Grace\\_Moore1@baylor.edu](mailto:Grace_Moore1@baylor.edu)
- Chi Omega: [chiobaylor@gmail.com](mailto:chiobaylor@gmail.com)
- Alpha Phi: [bayloralphaphi@gmail.com](mailto:bayloralphaphi@gmail.com)
- Zeta Tau Alpha: [buzetapresident@gmail.com](mailto:buzetapresident@gmail.com)
- Pi Beta Phi: [Julianna\\_Lewis@Baylor.edu](mailto:Julianna_Lewis@Baylor.edu)
- Alpha Delta Pi: [rvpbayloradpi@gmail.com](mailto:rvpbayloradpi@gmail.com)
- Kappa Alpha Theta: [eethetapresident@gmail.com](mailto:eethetapresident@gmail.com)
- Alpha Chi Omega: [bayloraxoprez@gmail.com](mailto:bayloraxoprez@gmail.com)

# CREATIVE CHURCHES IN WACO

With hundreds of churches around Waco, there are many events planned for its members particular for youth. Partnering with one of these churches to host an event is a great way to increase revenue and gain favorable exposure in the community.

The approach for hosting these groups would be the same process as corporate events, utilizing conference rooms for lessons/meetings.

## Contacts for churches looking to host these events:



### Harris Creek

- **Carol Underwood:** [cunderwood@harris creek.org](mailto:cunderwood@harris creek.org), plans Parent's Day Out
- **Blair Browning:** [Blair\\_browning@baylor.edu](mailto:Blair_browning@baylor.edu), elder of church who also is a professor at Baylor, would be open if marketed as an idea proposed by students



### First Woodway

- **Shana Baldwin:** [sbaldwin@firstwoodway.org](mailto:sbaldwin@firstwoodway.org), Children's Ministry Associate and Mothers Day Out Director
- **Barbara Smith:** [bsmith@firstwoodway.org](mailto:bsmith@firstwoodway.org), Children's Minister



### Highlands Baptist Church

- **Ann Moody:** [annmoody12@yahoo.com](mailto:annmoody12@yahoo.com), Kids Kingdom Director
- **Ivy Childers:** [Ivy-Childers@hbcwaco.org](mailto:Ivy-Childers@hbcwaco.org), Events Coordinator

# CREATIVE CAMPUS SPONSORSHIPS

## Baylor Late Night

300+ organization booths are set up around campus for students to stop by and learn more about campus opportunities and events. There is also free food and games, so it is a very appealing event for students to attend.

Main Event could set up a booth and inform students about their event space. Contact [SIS@baylor.edu](mailto:SIS@baylor.edu) or the director of new student programs @ [Nathan\\_Shelburne@baylor.edu](mailto:Nathan_Shelburne@baylor.edu)



## Baylor Line Camp

Baylor Line Camp combines with Orientation for a 5-day experience designed to welcome incoming Freshman to Baylor. There are 11 sessions from June 5th-July 22nd. Main Event could provide coupons for students during the orientation program. Contact the director of new students programs, Nathan Shelburne for more information.

## Baylor Campus Tours

Baylor University and McLennan Community College both host campus tours for incoming students.

Main Event could provide coupons to the tour guides to disperse among the students after the tour to spark awareness.

For McLennan, email [Contactecruitment@mclennan.edu](mailto:Contactecruitment@mclennan.edu) and for Baylor email the Senior Coordinator for Welcome Experiences @ [Jesse\\_Ross@baylor.edu](mailto:Jesse_Ross@baylor.edu)






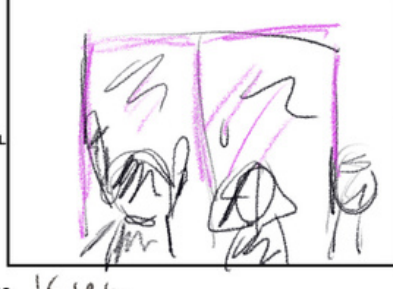


# CREATIVE STORY BOARD FOR AN INSTAGRAM/ FACEBOOK REEL

In this story board, corporate clients are walking into Main Event for their corporate event, and once they step foot in the door, they instantly become kids again. It sparks humor and nostalgia since the corporate adults are turned into small children wearing suits, playing arcade games they used to enjoy.

The story can be filmed and made into a Reel to feature on social media platforms such as Facebook or Instagram.



<p>SC# 1</p>  <p>PANEL 1</p>	<p>DIALOGUE:</p> <p>Chatting about Main Event</p> <p>ACTIONS/NOTES:</p> <p>Professionals awkwardly standing outside. They look bored and tired</p>	<p>SC# 4</p>  <p>PANEL 1</p>	<p>DIALOGUE:</p> <p>Sounds of cheers, the clinking of glasses, and bowling pins getting knocked down</p> <p>ACTIONS/NOTES:</p> <p>The kids are eating food, bowling, and bonding with each other.</p>
<p>SC# 2</p>  <p>PANEL 1</p>	<p>DIALOGUE:</p> <p>""What is happening?" "What happened to you?" "I think we are kids again, literally!"</p> <p>ACTIONS/NOTES:</p> <p>They turn into kids again, but they still have on their suits and office wear.</p>	<p>SC# 5</p>  <p>PANEL 1</p>	<p>DIALOGUE:</p> <p>"What's happening!" "We turned back!"</p> <p>ACTIONS/NOTES:</p> <p>They are shocked that they return into their adult selves.</p>
<p>SC# 3</p>  <p>PANEL 1</p> <p>TIMING: 15 sec.</p>	<p>DIALOGUE:</p> <p>Arcade game sounds, laughing and cheers.</p> <p>ACTIONS/NOTES:</p> <p>They are playing games together</p>	<p>SC# 6</p>  <p>PANEL 1</p> <p>TIMING: 15 sec.</p>	<p>DIALOGUE:</p> <p>Asking if they can go back inside.</p> <p>ACTIONS/NOTES:</p> <p>They turn to knock on the door and wish to go back.</p>

# CREATIVE

# PROMOTIONAL PRODUCTS



## Baylor: Tailgates and Welcome Week

The Texas heat has students and parents wanting to stay cool. Promotional fans are a product everyone will want to get their hands on at these events and keep them throughout their day. As parent's come in from out of town looking for activities to do, these fans will point to what should be at the top of their list with a promotional coupon on the back.

**Cost: 500 for \$220, 1000 for \$370, or 2500 for \$800**

**4 All Promos**

## Corporate Events

Custom t-shirts are a great way to make a company stand out and make consumers feel special. Consumers that participated in corporate events would have more opportunities to share their experience through word of mouth if they were seen wearing these t-shirts. They are an effective reminder of their experience at Main Event.



## Corporate Events/Churches

Reusable tote bags are becoming increasingly popular. Whether one uses it for their groceries, a pool day, or just going around Waco, it is an item that can be reused and appreciated by a great number of people. Offering these bags to families who attend church events or hard working professionals would be effective in creating a tool that can become a daily part of one's life. The black and white color scheme is simple and versatile to go with every lifestyle.

**Cost: \$0.92 per non woven bag, \$2.03 per cotton bag**

**Imprint, Tote Bag Factory**



# PAID MEDIA

## Baylor Lariat Website Advertising

The Baylor Lariat website reaches around 70,000 page visits a month; targeting students, parents of students and the Waco and surrounding communities. Main Event could purchase a Premium Box on The Baylor Lariat website to bring awareness to students and the Waco community. The advertisement can feature a link to the Main Event website so consumers can immediately view services. After the ad has ran, a click rate can be provided to view consumer engagement with the ad.

Reach out to [Lariat\\_ads@Baylor.edu](mailto:Lariat_ads@Baylor.edu) for more information.



## Yelp Advertising



Yelp advertising is a great way to increase the visibility of Main Event to potential customers in the area. By appearing at the top of search results or in banner ads, Main Event can attract more attention and drive more traffic to their business. Yelp lets businesses target specific demographic groups and locations, so it makes it easier for target audiences that could be interested in their services to see the ads, such as families with children or groups of friends looking for a fun outing.

Visit the advertising section on [biz.yelp.com](http://biz.yelp.com) for more information

## Instagram Advertising

Paid advertisements on Instagram can help Main Event reach their four target demographics and showcase their dining options and services in an engaging way. They can even target their ads to specific demographics, interests, behaviors and locations. This can increase brand awareness and potentially drive sales, making it an effective tool for boosting their online presence.

After the Instagram account is changed to a business account, connect your Instagram account to your Facebook, and then set up your Facebook Ads Manager account.



# PUBLIC RELATIONS

# PRESS RELEASE TARGETING

# YOUNGER STUDENT POPULATIONS

## **Blog Post/Advertising on *thewacomoms.com***

Waco Moms is an online community that posts content on several different topics to engage the greater Central Texas area. One of the sections on the website is "In and Around Waco." It specializes in product and event exposure. Advertisement from Main Event would be a perfect match for their target audience. Reaching moms and kids will spark interest within young generations and their school systems.

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## MOMS NIGHT OUT...WITH THE KIDS!?

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Ah, a place where all ages can have fun! Main Event Waco offers experiences that will keep the kids occupied while giving you the chance to catch up with the girls. Escape to a place where you can enjoy a cocktail, and engage in conversation filled with laughter, all while experiencing friendly competition. Don't let the kids be the only ones having the fun! Main Event is a place where you can bond with other moms and your kids at the same time.

As a bonus, Main Event has its very own play academy! Helping kids learn and grow through play. For more information, click the link below.



**Contact for Partnership  
Information with Waco  
Moms:**

**[info@thewacomoms.com](mailto:info@thewacomoms.com)**

- Image Ads
- Sponsored Posts
- Giveaways

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**TOGETHER WE PLAY!**

<https://www.mainevent.com/events/school-events/play-academy/>

# PUBLIC RELATIONS

# PRESS RELEASE TARGETING

# STUDENT ORGANIZATIONS

Baylor has more than 40 international and local greek life organizations encompassing 4,400 students. Typical meetings of these organizations consist of sharing outside announcements. Reaching out to the head of external affairs for each organization would be effective in sharing the student discount available for students.



Main Event Offers Student Discounts to Fraternities and Sororities at Baylor University Waco, TX – Main Event, the premier entertainment destination, is proud to offer student discounts to fraternities and sororities at Baylor University. With a variety of activities, including bowling, laser tag, arcade games, and more, Main Event is the perfect location for Greek life events.

Located just a few miles from Baylor University, Main Event offers a unique space for fraternities and sororities to host social events, mixers, and fundraisers. With plenty of room for large groups, Main Event is the ideal venue for chapters to come together and create lasting memories.

Main Event's student discount program offers an additional incentive for fraternities and sororities to host events at the venue. The discount allows students to enjoy all of the exciting activities that Main Event has to offer at a discounted price, making it easier for chapters to plan their events and stay within their budget.

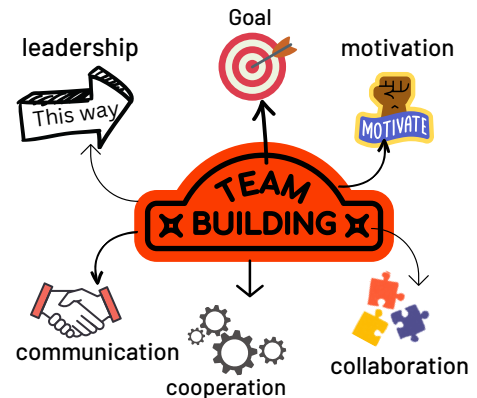
"We're excited to offer this new program to fraternities and sororities at Baylor University," said Dan Horgan, General Manager of Main Event Waco. "We know that Greek life is an important part of the university experience, and we're thrilled to provide a fun and safe environment for chapters to come together and make memories."

Main Event is committed to providing a safe and clean environment for guests, and has implemented enhanced cleaning procedures and safety protocols to ensure the wellbeing of all who visit.

To take advantage of Main Event's student discount program, fraternities and sororities can contact the Main Event team to learn more and schedule their event.

# PUBLIC RELATIONS PRESS RELEASE TARGETING CORPORATE

Happy and motivated employees are more likely to be engaged and productive at work. Employees who feel valued and appreciated by their organization are more likely to stay loyal and committed, resulting in increased retention rates and reduced turnover. This piece can be sent to a list of corporate client emails, posted on the Waco Tribune or posted on social media platforms.



## The Power of Teamwork

Team building activities create opportunities for team members to develop trust and build relationships with one another.

Main Event is the perfect getaway for corporate team-building events with a private lounge, food and drinks, and a fun atmosphere to talk while bowling makes it the hub of all corporate activity. Unique packages for corporates range from having corporate outings at the venue to even buying out the whole facility!

Leave logistics to us! Get your own personal host so once someone is off the clock, they are truly off the clock and everybody celebrates and grows together.

Team-building activities are not just a fun and enjoyable experience, but a strategic investment in the success of an organization. They provide opportunities for communication, collaboration, trust-building, skill development, and fostering an inclusive environment.

For media inquiries or more information, please visit  
<https://www.mainevent.com/events/corporate-events/>

Together we play!

# BUDGET

2023

ITEM	QUANTITY/COST	HIGHLIGHTS
Fans	5,000/\$1,350	BU Tailgates, through 4allpromos
Coupons, regular	20,000/\$420	BU Tailgates, through uprinting
Tailgate	8 Games/\$1,812	BU Tailgates, through RevelXP
Lariat Ad	2 mo./\$1,200	Premium BU ad ran for first 2 months of school, Lariat website
Instagram	10,000 Impressions/\$67	creation of business account

ITEM	QUANTITY/COST	HIGHLIGHTS
Tote Bags	300/\$276	For church events
Coupon, Magnet	1,000/\$108	For church events and corporate
Yelp	3 mo./\$450	Creation of business account
Shirts	200/\$400	For corporate events
<b>Total</b>	<b>\$6,083</b>	<b>If all channels are used</b>

# MEDIA FLOW CHART

CAMPAIGN	TIMELINE	COMPONENTS
Line Camp	June 5-July 19	Paper Coupons
Baylor Greek Life	August	Send Press Release to heads of Greek Organizations
Instagram Campaign	August-November	Create Businesss Account Run Created Ads
Baylor Lariat Ad	September and October	Register through Lariat Run Created Ad
Late Night	August 26th	Paper Coupons
Connections with Churches	September	PR Release Magnetic Coupons Tote Bags
Baylor Game Day	Sept. 2, 9, 16, 23 Oct. 7, 28 Nov. 4, 25	Print Coupons Fans Tailgate Spot
Waco Moms Press Release	September	PR Release
Baylor & McLennon Campus tours	August-November	Paper Coupons
Corporate Press Release	November	PR Release sent to corporate emails