



**Jukebox Jams Program
(Contest Period runs November 1-30)**

Promotional Checklist

❖ *3-4 Weeks before the start of the contest period:*

- Identify Jukebox Locations where you'll be promoting the Jukebox Jams Program.
- Order Promotional Coasters from AMOA to use in promoting and encouraging jukebox play during the Jukebox Jams contest period, November 1-30.
- Order promo cards from jukebox provider, AMI and/or TouchTunes, for use in promoting jukebox play during the Jukebox Jams contest period, November 1-30. These will be available by the end of October.
- Think about "enhancements" that can be implemented to further promote the program to create additional awareness of your jukebox and encourage jukebox play such as:

League Nights – Meet with league coordinators of pool and dart leagues to review program details and how they can promote the program to their pool and dart players on league night.

Engage with Local Distributors – Piggyback with local beer/liquor distributor promo programs and include Jukebox Jams as another value add to these promotions within your locations.

❖ *1-2 weeks before the start of the contest period:*

- Confirm program details with location along with league coordinators/customer service reps. Make sure all staff is aware of program details and how it is being conducted.
- Deliver coasters to locations for use during the program. Contest period runs November 1-30.
- While making service calls to locations, put up promotional posters about the Jukebox Jams Program. Posters are available for free download at amoa.com/jukebox-jams

❖ *3-5 Days before the start of the contest period:*

- Promote across all of your active social media platforms.
NOTE: Jukebox Jams Program social headers for Facebook and LinkedIn and an Instagram post are available for free download on amoa.com/jukebox-jams
- Ads for use on Dartboards – Be sure to download ads for use on dartboards from amoa.com/jukebox-jams encouraging jukebox play during the contest period.
- Re-review program details with location and staff.
- Take advantage of the opportunity to promote jukebox play!

❖ *During event:*

- Start promoting contest to league players—on Facebook page, create FB event, other social media platforms, posters in location(s).
- Put press release together for local newspapers. Contact local newspaper, radio station or even television station and invite an editor/reporter to cover the program and bring awareness that the jukebox is alive and well in your community - feel free to use talking points provided by AMOA at amoa.com/jukebox-jams