



Rio
Sabinas
FRESH-MEX BAR & GRILL

2022
Marketing Plan

FRG | Finally
Restaurant
Group

TABLE OF CONTENTS

Calendar Year

January

New Year's Day	4
NFL Playoffs/College Bowl Games	5
January Calendar	6

February

Super Bowl	8
Valentine's Day	9
National Margarita Day	10
February Calendar	11

March

Pi Day	13
St. Patrick's Day	14
March Madness	15
March Calendar	16

April

Crawfish Season	18
4.06 Day	19
National Burrito Day	20
Tax Day	21
Easter	22
April Calendar	23

May

Cinco De Mayo	25
Mother's Day	26
Graduation	27
Memorial Day	28
May Calendar	29

June

Create Our Next Taco	31
Father's Day	32
June Calendar	33

July

4th of July	35
Get to Know Your Customer Day	36
National Tequila Day	37
July Calendar	38

August

Back to School	40
National Fajita Day	41
August Calendar	42

September

College Football	44
NFL Season	45
Labor Day	46
National Guac Day	47
September Calendar	48

October

Teacher Nominations	50
National Taco Day	51
Halloween	52
October Calendar	53

November

Dia de los Muertos	55
Veterans Day	56
Thanksgiving	57
Holiday Gift Card Promo/Black Friday	58
November Calendar	59

December

Christmas	61
New Year's Eve/ New Years	62
December Calendar	63

Evergreen Efforts

Winter/Bad Weather	65
Loyalty	66
Weekly Promos	67
Hiring	68
To-Go	69
Gift Cards	70

Sports Partnerships

Sports Partnerships	72
---------------------	----

1st String = Big Ticket Promotions

- FRG wide

2nd String = Notable & Relevant Events

- Local/brand wide

3rd String = Organic Opportunities

- Low input, high return
- Oftentimes brand specific

The image features a background of dark, horizontally-oriented wooden planks with a prominent grain and several knots. The lighting is dramatic, highlighting the texture of the wood. Centered on the planks is the word "January" written in a large, white, bold, italicized script font.

January

NEW YEAR'S DAY

Event Date: Sunday, January 1, 2022

Promotion Start Date: January 1, 2022

Promotion

- New Year's lunch and dinner special: black eyed peas and cabbage
- Ask people to share resolutions and tag their accountability partner for a chance to win a gift card
- Double Points for Members

Promotional Efforts

- 2 social posts



NFL PLAYOFFS/COLLEGE BOWL GAMES



5

Event Date: January 2022

Promotion Start Date: January 1, 2022

Promotion

- Encourage ordering to-go
- Promote important game times

Recommended Restaurant Operations

- The App Pack: queso, guac, quesadillas
- Double Member Points on NFL Playoff Games (Not College Playoffs)

Promotional Efforts

- 5-6 social posts
- Include in email newsletter

January 2022



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					New Years Day College Bowl Games 1	2
3	4	5	6	7	8	9
CFB National Championship 10	11	12	13	14	15	16
Valentine's Day Promo continued						
17	18	19	20	21	22	23
Valentine's Day Promo continued						
24	25	26	27	28	29	30
Valentine's Day Promo continued						
31						

February

SUPER BOWL

Event Date: Sunday, February 13, 2022

Promotion Start Date: February 1, 2022

Promotion

To-Go Taco Package

- Snack Pack: Wings
- Party Pack: Wings
- Gallon Margarita

In-House Special

- 22oz margarita for the price of a 16oz
- Taco Bar

Promotional Efforts

- Facebook event
- Facebook ads
- 5 social posts + GMB
- E-blast promotion
- Snapchat filter
- Table tent
- Snap frame



VALENTINE'S DAY

Event Date: Monday, February 14, 2022

Promotion Start Date: January 14, 2022

Promotion

"Amor than Amigos" Speed Dating (2/12)

- Drink specials
- DJ

Galentine's Day (2/13)

- Brunch menu or half off drinks for women

"Sizzle with Your Sweetheart" Valentine's Day (2/14)

- Promote reservation
- Special Menu
- Give out Valentine's Day themed magnet frame and Polaroid picture

Promotional Efforts

- Facebook event (2) (boosted)
- Facebook cover photo
- 10-12 social posts + GMB
- 4 email campaigns
- Pop-up on website
- Snap frame
- Table tent



NATIONAL MARGARITA DAY



Event Date: Tuesday, February 22, 2022

Promotion Start Date: February 15, 2022

Promotion

- 22oz margaritas for price of a 16oz
- Signature Margarita Flavors and Styles

Recommended Restaurant Operations

- Give away a branded margarita glass to first 25 customers

Promotional Efforts

- Facebook event
- 2-4 social posts
- Email campaign
- Table tent

February 2022

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	Valentine's Day Promo continued					
	Start Super Bowl Promo					
	1	2	3	4	5	6
	Valentine's Day Promo continued					
	Super Bowl Promo continued					Super Bowl Sunday
7	8	9	10	11	12	13
Valentine's Day	Start National Margarita Day Promo					
14	15	16	17	18	19	20
Nat. Marg Day Promo	National Marg Day					
21	22	23	24	25	26	27
28						

The image features a background of dark, charred wood planks with prominent grain patterns and knots. The word "March" is centered in a white, bold, italicized serif font.

March

Event Date: Monday, March 14, 2022

Promotion Start Date: March 14, 2022

Promotion

- Free Pie for Members
- \$3.14 Pie for Non-Members

Promotional Efforts

- 1 social post

ST. PATRICK'S DAY

Event Date: Monday, March 17, 2022

Promotion Start Date: March 3, 2022

Promotion

- Branded St. Patrick's pint glass
- Green beer, Irish Car Bomb special

Promotional Efforts

- Facebook event (boosted)
- 2-3 Social posts
- Table tent



MARCH MADNESS

Event Date: March 14- April 4, 2022

Promotion Start Date: March 1, 2022

Promotion

- Promote games that will be shown in the restaurants: Sweet 16 (March 24-25), Elite 8 (March 26-27), Final 4, Championship Game
- Facebook Event Watch Party: Championship Game

Online Bracket Contest

- Create a landing page with instructions to join the online bracket contest and form to collect information (FName, LName, email address, bracket name, phone number) about the winner.

In-House bracket contest

- Customers randomly draw team to be entered to win \$5 gift card when their selected team wins.
- GM's print out team names and keep track of selections during contest on printed bracket board from Vivid.
- Grand prize winner receives \$100 restaurant gift card

To-Go Wing Package

- Snack Pack: Wings
- Party Pack: Wings
- Gallon Margarita

Dine-In Watch Parties

- 22oz beer for the price of a 16oz

Promotional Efforts

- Facebook events (4) (boosted for Championship game)
- 10-12 social posts + GMB
- 2-3 email campaigns
- Snap frame

March 2022

Month Long Promotions

March Madness



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			Start St. Patrick's Day Promo			
	1	2	3	4	5	6
St. Patrick's Day Promo continued						
7	8	9	10	11	12	13
St. Patrick's Day Promo continued			St. Patrick's Day			
Pi Day						
14	15	16	17	18	19	20
21	22	23	24	25	26	27
Start 4.06 Day Promotion						
28	29	30	31			

The image features a background of dark, weathered wooden planks with prominent grain patterns and knots. The word "April" is centered in a white, bold, italicized serif font.

April

CRAWFISH SEASON

Event Date: Mid-April - July 2022

Promotion Start Date: April 1, 2022

Promotion

- Serving Crawfish: Crawfish Thursday and/or Crawfish Sunday

Recommended Restaurant Operations

- Compelling story/background/education on crawfish and why they are serving it; tie in Burke and Melissa's story
- Film food influencers/regulars trying crawfish for the first time
- Film food influencers/regulars trying to pronounce Cajun words

Promotional Efforts

- 10-15 social posts + GMB
- 1-2 emails
- Table tent
- Bag stuffer

4.06 DAY

Event Date: Wednesday, April 6, 2022

Promotion Start Date: March 28, 2022

Promotion

- Give away Montana themed item
- Social Gift Card Giveaway:
 - Ask customers to comment their favorite thing about living in Montana

Promotional Efforts

- 1-2 Social posts



NATIONAL BURRITO DAY

Event Date: Thursday, April 7, 2022

Promotion Start Date: April 7, 2022

Promotion

- Special "Burrito Day" Burrito and Bowl

Promotional Efforts

- 1 social post



TAX DAY

Event Date: Saturday, April 15, 2022

Promotion Start Date: April 15, 2022

Promotion

- 22oz house margaritas for the price of a 16oz

Promotional Efforts

- 1 social post



EASTER

Event Date: Sunday, April 17, 2022

Promotion Start Date: April 4, 2022

Promotion

- Brunch/Special menu, 10:30am-2pm
- Specialty Easter cocktails/mocktails

Easter Basket Giveaway:

Each restaurant will offer a giveaway for a branded Easter basket- PMI will handle execution and planning

Promotional Efforts

- Facebook event (boosted)
- 3 email campaigns
- 4 social posts
- Popup on the website
- Snapchat filter
- Table tent



April 2022

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
March Madness Promo continued						
4.06 Day Promo continued						
				1	2	3
March Madness Ends						
4.06 Day Promo cont.		4.06 Day	National Burrito Day			
Start Easter Promo						
4	5	6	7	8	9	10
				Tax Day		
Start Crawfish Season Promo						
Easter Promo continued						Easter Sunday
11	12	13	14	15	16	17
Crawfish Season Promo continued						
Start Mother's Day Promo						
Start Cinco De Mayo Promo						
18	19	20	21	22	23	24
Crawfish Season Promo continued						
Mother's Day continued						
Cinco De Mayo Promo continued						
25	26	27	28	29	30	

The image features a background of dark, horizontally-oriented wooden planks with a prominent grain and several knots. The lighting is dramatic, highlighting the texture and color variations of the wood. In the center, the word "May" is written in a large, white, bold, cursive script font.

May

CINCO DE MAYO

Event Date: Thursday, May 5, 2022

Promotion Start Date: April 19, 2022



Promotion

Block Party

- Raffle
- Drink Specials
- Eating Contests
- Inflatable slide
- Live Music

Promotional Efforts

- Facebook event (Boosted)
- 2-3 social posts

MOTHER'S DAY

Event Date: Sunday, May 8, 2022

Promotion Start Date: April 21, 2022

Promotion

- Mothers eat free
- "Mother Knows Best" cocktail/mocktail

Recommended Restaurant Operations

- Give out a cactus to each mom

Promotional Efforts

- Facebook event (boosted)
- 3 email campaigns
- Facebook ads
- 5-6 social posts + GMB
- Popup on the website
- Snapchat filter
- Table tent



GRADUATION



Event Date: May-June, 2022

Promotion Start Date: May 1, 2022

Promotion

- Making reservations for graduation celebrations
- Promote cocktails/mocktails

Recommended Restaurant Operations

- Tell your server you are a graduate and receive a free dessert
- Give out themed magnet frame and Polaroid picture

Promotional Efforts

- Facebook ad
- 2 email campaigns
- 2-3 social posts + GMB
- Popup on the website
- Table tent
- Bag stuffer

MEMORIAL DAY

Event Date: Monday, May 30, 2022

Promotion Start Date: May 23, 2022



28

Promotion

- Promote discount with military ID and 1% of sales donated to a veteran's organization

Recommended Restaurant Operations

- Have staff set up a Missing Man table in their restaurants that day and take a photo of it for social

Promotional Efforts

- 1-2 Social posts

May 2022

Month Long Promotions

Continued Crawfish Promo

Graduations Promo



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Cinco De Mayo Promo continued						
Mother's Day Promo continued						
						1
Cinco De Mayo Promo Continued			Cinco De Mayo			
Mother's Day Promo continued						Mother's Day
	Nat. Montana Day					
	Teacher Appreciation Day					
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
Start Memorial Day Promo						
30	31					
Memorial Day						

The image features a background of dark, weathered wooden planks with prominent grain patterns and knots. The word "June" is centered in a white, bold, cursive script font.

June

CREATE OUR NEXT TACO

Event Date: June 2022

Promotion Start Date: June 1, 2022

Promotion

- Ask customers to submit ideas for next taco at Rio Sabinas
- Use social to promote but create a landing page with a form for them to fill out - they can select various ingredients they want to add to their taco and suggest a name
- Rio staff reviews entries and selects 4 creations
- Highlight 4 creations on Facebook and have customers/Facebook followers like their favorite
- Highlight winner who receives most likes and serve selected taco for a month in the restaurant

Promotional Efforts

- Facebook Cover Photo
- 5-6 social posts

FATHER'S DAY

Event Date: Sunday, June 19, 2022

Promotion Start Date: June 1, 2022

Promotion

- Dads Eat Free
- Specialty Drink Menu:
 - *Go Ask Your Mother* - Whiskey/Bourbon
 - *Bad Grandpa* - Tequila
 - *Man of the House* - Gin
 - *Dad Bod* - Rum
 - *Honey I'm Drunk, Where Are The Kids* - Jack Daniels Honey
 - Optional names: *Mr. Mom, Daddy's Home, Father of the Year*

Mocktail options available

Recommended Restaurant Operations:

- Give out themed magnet frame and Polaroid picture

Promotional Efforts

- Facebook event (boosted)
- 3 email campaigns
- Facebook ads
- 5-6 social posts + GMB
- Popup on the website
- Snapchat filter
- Table tent

June 2022

Month Long Promotions

Graduations Promo

Create Our Next Taco Promo

Continued Crawfish Promo



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		Start Father's Day Promo				
		1	2	3	4	5
Father's Day Promo continued						
6	7	8	9	10	11	12
Father's Day Promo Continued						Father's Day
13	14	15	16	17	18	19
Start 4th of July Promo						
20	21	22	23	24	25	26
4th of July Promo continued						
27	28	29	30			

The image features a background of dark, weathered wooden planks with prominent grain patterns and knots. The word "July" is centered in a white, elegant script font.

July

4TH OF JULY



35

Event Date: Monday, July 4, 2022

Promotion Start Date: June 22, 2022

Promotion

- Promote taco bar
- Promote gallon margaritas

Promotional Efforts

- Facebook ad
- 3 email campaigns
- 4 social posts + GMB
- Pop-up on the website
- Snapchat filter
- Table tent

GET TO KNOW YOUR CUSTOMER DAY



36

Event Date: Thursday, July 21, 2022

Promotion Start Date: July 21, 2022

Promotion

- Publish a post on social media that encourages people to share who they are, where they are from, and what their favorite dish is!
- Double Points

Promotional Efforts

- 1 social post

NATIONAL TEQUILA DAY

Event Date: Sunday, July 24, 2022

Promotion Start Date: July 24, 2022

Promotion

- Well Tequila for \$5

Promotional Efforts

- 1 social post



July 2022

Month Long Promotions

Continued Crawfish Promo

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
4th of July Promo continued						
				1	2	3
4th of July						
4	5	6	7	8	9	10
11	12	13	14	15	16	17
			Get to Know Your Customer Day			National Tequila Day
18	19	20	21	22	23	24
25	26	27	28	29	30	31

The image features a background of dark, weathered wooden planks with prominent grain patterns and knots. The word "August" is centered in a large, white, bold, cursive script font.

August

BACK TO SCHOOL



Event Date: August 2022

Promotion Start Date: August 1, 2022

Promotion

- Promote back to school mocktail menu

Recommended Restaurant Operations

- Sponsor youth sports leagues
- Sponsor local high schools

Promotional Efforts

- 3-5 social post
- Facebook cover photo
- 1 email

NATIONAL FAJITA DAY

Event Date: Thursday, August 18, 2022

Promotion Start Date: August 11, 2022

Promotion

- BOGO Fajitas, excludes Conquistador
- Double Points

Promotional Efforts

- 3-5 social posts
- Facebook cover photo
- 1 email



August 2022

Month Long Promotions

Back to School

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Start National Fajita Day Promo

National Fajita Day Promo continued

National Fajita Day

September

Event Date: September 2022

Promotion Start Date: September 2022

Promotion

- House Margarita Pitchers
- Advertise watch parties for games in Montana

Promotional Efforts

- Facebook event(s) for watch parties
- 5-8 social posts (boosted) + GMB

NFL SEASON

Event Date: September 2022

Promotion Start Date: September 2022

Promotion

- Promote Sunday Ticket and emphasize that games are always shown at the various locations
- NFL Fantasy Football Draft Parties: AYCE wings and 1 pitcher of beer (all brands)

Recommended Restaurant Operations

- The App Pack: queso, guac, quesadillas (Rio)

Promotional Efforts

- Facebook ads (Sunday Ticket)
- Facebook event(s) for Draft Parties (boosted)
- 15+ social posts and GMB
- Email campaign (as needed)

LABOR DAY

Event Date: Monday, September 5, 2022

Promotion Start Date: September 5, 2022

Promotion

- 1% donation to veteran's organization
- Highlight military discount with I.D.

Promotional Efforts

- 1 social post



NATIONAL GUAC DAY

Event Date: Friday, September 16, 2022

Promotion Start Date: September 16, 2022

Promotion

- Free Chips & Guac with order of Entree

Promotional Efforts

- 1 social post



September 2022

Month Long Promotions

NFL Season
Promo

College Football
Promo



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
Labor Day 5	6	7	8	9	10	11
12	13	14	15	National Guac Day 16	17	18
Start National Taco Day Promo						
19	20	21	22	23	24	25
National Taco Day Promo continued						
26	27	28	29	30		

The image features a background of dark, weathered wooden planks with prominent grain patterns and knots. The word "October" is centered in a large, white, bold, italicized serif font.

October

TEACHER NOMINATIONS



Event Date: October 2022

Promotion Start Date: October 1, 2022

Promotion

- \$1,000 giveaway on social through teacher nominations and voting

Promotional Efforts

- Facebook ad
- Email campaigns
- 5 - 7 social posts + GMB
- Table tent

NATIONAL TACO DAY

Event Date: Tuesday, October 4, 2022

Promotion Start Date: September 19, 2022

Promotion

- Free Tacos - conditions: one free taco per person, no purchase necessary, dine-in only

Promotional Efforts

- Facebook event
- 3 social posts
- Snap frame
- 1-2 email campaigns



HALLOWEEN



Event Date: Monday, October 31, 2022

Promotion Start Date: October 17, 2022

Promotion

- Kids eat free if they wear a costume
- Staff Costume Contest - post photos of them on Facebook and the photo with the most likes wins. The winner receives cash: \$100 for first place and
 - Each restaurant has a winner, each winner is submitted to the corporate office, office selects 1st, 2nd, and 3rd place
- Decorate restaurants for Halloween

Recommended Restaurant Operations

- Trunk or Treat in parking lots of restaurants - invite local businesses/non-profits/churches to come have trunks and then locations that do not have the space for trunk or treat just run kids eat free promotion

Promotional Efforts

- 1-3 social posts
- 1 email campaign

October 2022

Month Long Promotions

Teacher Nominations
Promo

NFL Season
Promo

College Football
Promo



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
National Taco Day Promo continued						
					1	2
Nat. Taco Day Promo 3	National Taco Day 4	5	6	7	8	9
10	11	12	13	14	15	16
Start Halloween Promo						
17	18	19	20	21	22	23
Start Dia de los Muertos Promo						
Halloween Promo continued						
24	25	26	27	28	29	30
Dia de los Muertos Promo continued						
Halloween 31						

November

DIA DE LOS MUERTOS



Event Date: Wednesday, November 2, 2022

Promotion Start Date: October 24, 2022

Promotion

- Give away specialty t-shirt to first 50 guests

Recommended Restaurant Operations

- Special featured cocktail/mocktail
- Decorate the restaurant - sugar skulls, bright colors, etc.

Promotional Efforts

- Facebook event
- 1-2 social posts

VETERANS DAY

Event Date: Friday, November 11, 2022

Promotion Start Date: November 11, 2022

Promotion

- 1% donation to veteran's organization
- Highlight military discount with I.D.

Promotional Efforts

- 1 social post



THANKSGIVING

Event Date: Thursday, November 24, 2022

Promotion Start Date: November 1, 2022

Promotion

- “Drinksgiving”
- Day before Thanksgiving Party
- DJ
- \$2 Tacos at the bar
- Drink specials

Recommended Restaurant Operations

- Each location donates \$1,000 to local food bank/soup kitchen

Promotional Efforts

- Facebook Event (boosted)
- 1 email campaign
- 2 social posts + GMB
- Table tent

HOLIDAY GIFT CARD PROMOTION / BLACK FRIDAY



Promotion Start Date: November 25, 2022

Promotion End Date: December 31, 2022

Promotion

- Buy a \$100 gift card and get a \$20 gift card for free

Promotional Efforts

- Facebook ad
- 5 email campaigns
- 10-12 social posts + GMB
- Pop-up on the website
- Table tent
- Snap frame

November 2022

Month Long Promotions

NFL Season
Promo

College Football
Promo



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<i>Dia de los Muertos Promo continued</i>		<i>Dia de los Muertos</i>				
	<i>Start Thanksgiving Promo</i>					
	1	2	3	4	5	6
				<i>Veteran's Day</i>		
<i>Thanksgiving Promo continued</i>						
7	8	9	10	11	12	13
<i>Thanksgiving Promo continued</i>						
14	15	16	17	18	19	20
<i>Thanksgiving Promo continued</i>			<i>Thanksgiving Day</i>		<i>Start Christmas Promo</i>	
21	22	23	24	<i>Christmas Gift Card/Black Friday Promo Starts</i>		
				25	26	27
<i>Christmas Promo continued</i>						
<i>Christmas Gift Card/Black Friday Promo continued</i>						
28	29	30				

December

CHRISTMAS

Event Date: Sunday, December 25, 2022

Promotion Start Date: November 26, 2022



Promotion

Dine-In

- All of December
- Rockin' Around Rio Sabinas: 12/23 & 12/24
- Seasonal Cocktails/Mocktails:
 - Salted Caramel White Russian
 - Chai Spiced White Russian
 - Naughty or Nice
 - Jingle Juice
 - Primo Eddie
- Host Christmas parties
- Make a reservation

Shopping Spree

- Social media giveaway: \$1,000 in gift card to local businesses
- PMI to create a landing page with a form to collect entries and grow the email marketing list. Guests will be asked to share to their social media page(s) for additional entries.
- Guests must comment on give away post with favorite Christmas carol

Recommended Restaurant Operations

- Decorate the restaurant
- Photos with Santa
- Ugly Christmas Sweater Night; "Ugliest Sweater" contest on Facebook. Photo with the most likes wins a \$50 Rio gift card.
- Live Music

Promotional Efforts

- Facebook ads
- Facebook event(s)
- 4-5 email campaigns
- 10-12 social posts + GMB
- Pop-up on website
- Table tent
- Snap frame
- 2-3 Snapchat filters

NEW YEAR'S EVE/ NEW YEARS



Event Date: Friday, December 31, 2022 / Saturday, January 1, 2023

Promotion Start Date: December 26, 2022

Promotion

To-Go

- Make it a Fiesta: Gallon Margaritas To-Go

Dine-In

- In-House Menu
- Reservations for NYE Dinner
- Rio Sabina's Not-So-Silent-Nights: Happy Hour Promotion December 26-December 31st - special on jello and tequila shots

Recommended Restaurant Operations

- Live Music
- NYE Party: DJ, past 10:30pm only have bar open, champagne toast at midnight

Promotional Efforts

- Facebook event (boost)
- 2 email campaigns
- 2-4 social posts + GMB
- Popup on website
- Table tent
- 1 Snapchat filter

December 2022

Month Long Promotions

NFL Season
Promo

College Football
Promo



63

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Christmas Promo continued						
Christmas Gift Card/Black Friday Promo continued						
			1	2	3	4
Christmas Promo continued						
Christmas Gift Card/Black Friday Promo continued						
5	6	7	8	9	10	11
Christmas Promo continued						
Christmas Gift Card/Black Friday Promo continued						
12	13	14	15	16	17	18
Christmas Promo continued					Christmas Eve	Christmas Day
Christmas Gift Card/Black Friday Promo continued						
19	20	21	22	23	24	25
Start New Years Eve/New Years Promo						
Christmas Gift Card/Black Friday Promo end						
26	27	28	29	30	31	

The image features a dark, textured wood background with horizontal planks. The wood grain is prominent, showing various knots and swirls in shades of dark brown and black. Centered on this background is the text "Evergreen Efforts" in a large, white, bold, italicized sans-serif font. The text is split into two lines: "Evergreen" on the top line and "Efforts" on the bottom line.

***Evergreen
Efforts***

Promotion

Promote delivery/to-go when bad weather hits

- Doordash specials
- Waitr app (TJ Ribs) - lower category hurricanes
- Highlight heated patios

Promotional Efforts

- Social posts when needed
- 1 email campaign (case by case)

Promotion

Member Rewards

Points system:

- Member Monday - double points
- Happy Hour (Friday) - double points
- Any First String Holiday - double points
- Big Sporting Events (playoffs, College football, Super Bowl, World Series, March Madness, World Cup) double points
- Months of January, October, and November offer triple points during slow sales

WEEKLY PROMOS

Promotional Efforts

- IG/Facebook Stories
- Table Tent
- On website events landing page
- GMB

**Weekly promotions are subject to change.
What is written to the right
is to be tested for 30-60 days.*

Promotion

Monday

- Happy Hour
- *Varies by Brand*
- Member Monday

Tuesday

- Happy Hour
- *Varies by brand*
- Taco Tuesday - \$2 tacos at the bar, drink specials - **Rio**

Wednesday

- Happy Hour
- *Varies by brand*
- Wine Down Wednesday - 50% off select bottles

Thursday

- Happy Hour
- *Varies by brand*
- Trivia Thursday
- Appy Hour - half off apps after 4-6pm

Friday

- Happy Hour:
- Double well liquor for the price of single
- Beer special: Abita



Promotion

Quarter 1: Jan-March: New Year's resolutions theme

- "Start the year off here"
- "Rewrite your script"
- "Future you will thank you"

Quarter 2: April-June: Spring theme

- "Grow with us" - flower related photo
- "Spring into a new season"
- "Plant roots"

Quarter 3: July-September: Football theme

- "It's draft day, join our team"
- "Be a playmaker"
- "Be our MVP"
- "You call the shots"

Quarter 4: October-December: "I want you" theme

- Taco with face and sunglasses pointing a finger "Let's tacobout your next career opportunity"

Promotional Efforts

- 4 social posts each month per restaurant
- Facebook ads
- 1 snap frame each quarter (total of 4)
- Window/door cling
- Utilizing job boards/Facebook jobs/FRG LinkedIn

Recommended Restaurant Operations

- Chick-fil-A Commercial: red couch - employees talking about why they love working there/sharing a story about their restaurant
- Referral incentive amongst current employees - by location when applicable
- Bring back hiring contest videos

Promotion

- Waving delivery fees on apps
- To-go menu magnet with QR code (one month out of the year)
- Sponsorship Integration: Promoting a discount code when local teams win Ex: MSUWINS

Promotional Efforts

- Social posts/IG and Facebook stories
- Bag stuffers

Promotion

- Promote all year long
- Other gift card promotion ideas: Easter, graduations, Mother's Day, Father's Day, birthdays, new baby arrival, company events, and employee incentive programs

Promotional Efforts

- 1-2 social posts a month
- IG/Facebook stories
- Email campaigns around the holidays mentioned above
- Marquee

The background of the image is a dark, rich brown wood with a prominent, wavy grain pattern. The wood is composed of horizontal planks, and the lighting highlights the natural texture and knots of the timber. Centered on this background is the text "Sports Partnerships" in a large, white, bold, italicized sans-serif font. The word "Sports" is positioned above "Partnerships", and both are rendered in a consistent style that stands out sharply against the dark, textured wood.

***Sports
Partnerships***

SPORTS PARTNERSHIPS



- Strategic plan for messaging on digital signage depending on time of year/needs of restaurants, in-game/post-game live reads, commercials, radio ads - Ex: gift cards, hiring, catering, tailgate packages, graduation, the Rib and Chop House app, TJ Ribs To-Geaux, etc.
- Social integration with teams logos on website and social media
 - Add Instagram by state for Rib and Chop House: Montana's R&C, Wyoming's R&C, Colorado's R&C
 - Ticket giveaways
 - Congratulate teams on big wins
 - Promote being the official watch party location when teams are on the road
 - Photo contest: take a selfie with R&C or TJ Ribs signage and tag R&C or TJ Ribs - win free dinner for 2 or gift cards
 - Discount take-out after wins Ex: use code MSUWINS for a 15% discount with online ordering
 - Request photos of promotions and assets from vendors so we can feature moments on social media Ex: coaches shows, dance for your dinner, rib eating contest, basketball shot promo
- In-restaurant integration:
 - Coaches shows
 - Give away gift cards during the show to attendees
 - Give away bigger prizes throughout the season Ex: LSU Coaches show package
 - Promote show on social, marquee and Facebook ads
 - Give away dually branded merchandise to guests
 - Create dually branded staff shirts for them to wear throughout the sport seasons
 - Catering
 - Tiger 1 Village
 - Feeding teams and coaches
 - Feeding opposing teams
 - Tailgate Packages
 - Target fans going to home games
 - Target fans hosting watch parties at home