

## KEYS TO MAXIMIZING VALUE AND ATTENDANCE AT YOUR SUMMER PICNIC<sup>®</sup>

Windy City Fieldhouse (WCF) has organized and executed hundreds of summer picnics over the past five years for a variety of companies. Based on these experiences, WCF offers you the following tips for increasing attendance and the success of your summer picnic. By following the suggestions outlined below, employee attendance is maximized and a highly successful, stress-free event is created with lasting value for your team.

### 1 SAVE THE DATE

Summers are a busy time for everyone, therefore it is important to notify employees of the picnic date as early as possible. WCF recommends companies send a “Save the Date” e-mail and voicemail at least three months prior to the picnic date. *Note: See #3 below as the person sending the e-mail may be just as important as the content of the e-mail.*



### 2 GET PEOPLE EXCITED ABOUT THE PICNIC

A picnic is the perfect event for all guests — no matter what age. WCF strives to host picnics that have something for everyone, especially the younger, single 20-30 year old crowd. It is imperative to make certain guests are aware of all available activities. Two to three months from the picnic date, send an invitation via interoffice mail, regular mail or e-mail referencing the personalized homepage created for your company by WCF. This site acts as a central resource of information for your event including a summary of your selected activities and entertainment, the date and time of the event, event location, Top 10 reasons to attend and more. In addition, if you haven’t already included the items below in your picnic, consider the following entertainment options for different demographic groups:

- *Singles/Adults* — DJ or live band, beer, margarita stations, Baggo tournaments, softball, Rock Climbing Wall, Golf Swing Analyzer, \$10,000 throw contest and raffle prizes.
- *Families & Children* — balloon artists, face painters, moonwalk, trackless train, mini-golf and other inflatable attractions.

Colorful invitations mailed to employees’ homes are also an effective tool for generating enthusiasm as well as stressing the importance of the event.



### 3 GET SUPPORT FROM UPPER MANAGEMENT

Having upper level executives support and attend the picnic is crucial. Not only does this show other employees that the picnic is important, but it also gives them the chance to network with upper management. Many companies have the president or CEO of the company send a global voicemail and/or e-mail stating how excited he or she is about seeing everyone at the upcoming picnic. In addition, the following ideas help increase attendance:

- Design a senior management competition – the senior manager with the highest attendance rate from his or her group wins a corporate box for a Cubs game or similar prize.
- Send all picnic correspondences from the president/CEO.
- Request that the president/CEO informs senior management that attendance is expected/required.
- Take attendance at the event, and make this fact known.





## 4 RAFFLE PRIZES

Entice guests to attend the picnic by including a raffle at the event with giveaway prizes such as DVD players, TV's, gift certificates, airline tickets, sports tickets or extra paid vacation days. Provide raffle tickets each time a guest participates in an activity and three if they win a relay or competition (prizes not included).

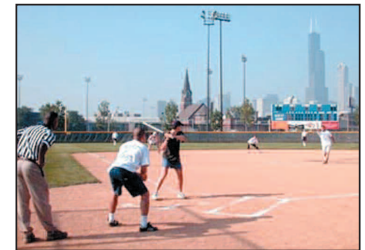


## 5 REWARD PEOPLE THAT ATTEND

Create a fun competition in the office by awarding prizes such as gift certificates or extra paid vacation days/half days to the department that has the highest attendance percentage.

## 6 INCLEMENT WEATHER POLICY - EXCLUSIVE "RAINOUT" GUARANTEE

Ask about WCF's one of a kind "Rainout" Guarantee allowing your picnic to be moved indoors to WCF in the event of inclement weather. Communicate the rain out plan to guests so they know the event will definitely occur. If a back-up venue is not secured, clarify now that the event occurs rain or shine!

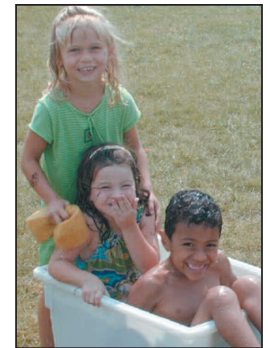


## 7 ATTRACTIVE ADD-ON OPTIONS TO GET THE 20-30 YEAR OLD CROWD INTERESTED

- \$10,000 Shot Contest
- Beer & Wine
- Human Inflatable Velcro Obstacle Course
- Baggo Tournaments
- Frozen Margaritas
- "Dunk-the-CEO" Contest
- Sports Competitions
- Golf Swing Analyzer
- Bungee Run
- Gladiator Joust
- Rock Climbing Wall

## 8 COMMUNICATE THE LOGISTICS

Make sure that everyone knows the logistical information for the picnic such as how to get to the venue, where to park, available public transportation routes, event time, etc.



### Picnic Time-Line and Checklist

Time Until Event	Action
6 – 12 months	Book picnic to secure venue & date
3 – 6 months	Send "Save the Date" e-mail
2 – 3 months	Send invitations via interoffice mail, regular mail or e-mail – include reference to your picnic's Personalized Home Page.
6 weeks	Send first reminder to RSVP for picnic
4 weeks	Checkpoint with WCF – submit preliminary guest count and review activities.
4 weeks	Send second reminder to RSVP for picnic
3 weeks	Send final reminder to RSVP for picnic
2 weeks	Submit final guest count to WCF
3 days	Send reminder on event logistics
2 days	Review weather forecast and determine rain plan
Day of event	Have fun and let WCF do the work!