22 WAYS TO SUPERCHARGE YOUR SPORTS BAR TIPPING COMP

Give these tips a run in your venue and you will be sure to TURN YOUR SPORTS BAR into a LIVE SPORTS DESTINATION for your local community!
Along with cold beer, the humble footy tipping comp has been one of the most important aspects of any self-respecting pub and sports bar for as long as anyone can remember. There's no better way for people to come together and test their footy knowledge while enjoying live sport and a few drinks at your venue.

Footy tipping is an incredible opportunity for venues to drive repeat visitation and improve engagement with new and existing patrons. The great part is there's no limit to how your comp can be run and promoted. It's up to you and your staff to decide what will work best! Below are some key strategies to make sure you get the most out of this popular and engaging in-venue promotion.

With over fifteen years in this industry, we have seen countless venues make the same mistake, missing out on the fantastic opportunity to welcome keen sports fans to their venue on a recurring basis.

**Engaged Staff**

Your staff members are the most important aspect in running a successful venue tipping comp. Make sure to allocate a couple of staff members to manage the comp. Ideally, they should be keen footy fans, well versed in the ins and outs of a footy tipping comp, who are willing to join the comp and have a bit of banter with patrons.

**Staff Incentives**

A successfully managed tipping comp can have a huge impact on your sports bar and your venue as a whole. Encourage your staff to get behind your tipping comp. Incentives are a great way to engage staff members. Perhaps a cash incentive to the staff member who can sign the most patrons to your tipping comp, or better still, a couple of tickets to the footy!

**Beat the Boss**

Give away a weekly prize (generally a free drink) to players who tip more winners than your Venue Manager, "The Boss." This is another way to boost interaction between your staff and patrons, which is important for your tipping comp and crucial to running a successful venue.

**2nd Half Season**

One of the major challenges of a tipping comp is to maintain patronage throughout the season from tippers who are slipping well behind the leader. A second half of the season comp can run concurrently with your main tipping comp and gives everyone the chance to stay in the hunt.

**Last Place Prize**

As above this is another great way to keep everyone involved throughout the season. Giving away a small percentage of the prize pool to last place and everyone who falls behind can stick around and play for the honour of worst tipper at the venue. A good opportunity to have a laugh and keep everyone engaged.

**Side Comps + Extras**

Traditional footy tipping comps work a treat, tip the winner and get a point. It's simple and effective. However, you can add a level of excitement and improve engagement by adding some of these extras. The Sportspick Game Zone gives you access to all these comps, and we have found them all to be a great way to boost engagement with your patrons. Try them for yourself or let us take care of them for you.

**Knock Out Comp**

The Knock Out comp is a classic format which adds plenty of atmosphere to your tipping comp. Players need to pick a sure fire winner each week. Get it wrong and they are "knocked out." Last person standing gets the glory. This is a high pressure selection each week and it adds a great element not only to your tipping comp but also to your live sports broadcast.

**Other Sports**

Don’t get yourself locked into a winter/footy mentality when planning your venues tipping comps. With so much live sport available these days and people following everything from baseball to kabaddi, it’s worth offering tipping comps on a range of sports to keep people visiting year round. EPL, NBA, Big Bash and race tipping are hugely popular and worth considering.

**Scoreboard**

Your scoreboard is the perfect way to give your tipping comp a physical presence within your venue. Players will come in during the week to check their scores and those of their mates. Get the scoreboard up on the wall a few weeks prior to the start of the season, fill in entrants names and you will begin to draw attention to the comp and encourage more participation. Or even better, try out Sportspick Game Zone, with it’s included HDTV and automated scoreboards, to really create a presence in your sports bar.
**PROMOTION**

Too often venues see their tipping comp as something purely for the sports bar. It's in your best interest to think outside the square on this one. Promote your tipping comp throughout your venue, to local sports clubs and businesses and before you know it you will have a bunch of new regulars popping in once or twice a week to tip and hopefully stick around for a couple of drinks and a meal.

**FREE ENTRY**

Some venues see a footy tipping comp as one of their important promotions of the year. They will invest in a prize pool themselves and let players join free. Remember, these players may well visit your venue twice a week for half the year. What's that worth to you? Some venues have been known to offer a $5,000 prize pool and with a full sports bar every Friday night that's money well spent.

**POINT OF SALE**

Make an effort to promote your tipping comp throughout your venue. And to the anticipation of the start of footy season by producing posters to put up around the venue. Include comp details, entry fee, etc. Don't forget the bottle shop and the staff area!

**THE ENTRY FEE**

This is an important one and something that requires a bit of balance. A high entry fee will create a big prize pool, but may put a few people off entering. Too low and you may not entice people to participate. In our experience $20 or $25 seems to be most successful price point.

**THE PRIZE POOL**

This is one of the best and easiest ways to promote your tipping comp! Update the prize pool daily and you will see the players roll in. If you have a $25 entry fee by the time you have twenty entrants your prize pool is already $500. Update this info on the scoreboard and people will be lining up to enter.

**PRIZE SPLIT UP**

Before people start paying entry fees it's important to have a clear understanding of the prize pool break down. You need to first consider your entry fee and what side comps (Beat the Boss, Knock Out) you will be running and then decide on a reasonable breakdown. A fairly safe bet is 50% for first, 20% second, 15% third and 5% for last. Then you have 15% of the pool to allocate to Knock Out and Second Half of the season comps which will be a great way to help avoid people losing interest.

**LIVE SPORT**

It may seem obvious but the live broadcast of your weekend footy matches is the most important aspect of your whole tipping comp. In fact, it's the most important aspect of your sports bar full stop! Make sure to take pride in offering the best live broadcast you can. Promote the blockbuster games, broadcast concurrent games on separate TV's and, if you can, offer meal deals and drink specials when games are on. You should endeavour to be your local live sports destination and Sportspick Game Zone, with it's year round tipping comps and up to date live sports schedule can help you achieve that goal!

**ADVERTISING**

Don't limit yourself to onsite promotion. One of the great benefits of hosting a tipping comp is you can bring a whole bunch of new faces into your venue to enter the comp. You need to make sure these people know about your comp. Consider an ad in your local paper, local sports clubs newsletter or a window sign or banner for passing traffic.

**ENTRANTS**

Again, it's important to think outside the box here. It won't be difficult to get a bunch of folks from the Sports Bar to get involved in your tipping comp. They'll all enjoy themselves and the fun of the comp will add plenty of atmosphere, but what if you bought a whole new set of faces into the venue? Give some thought to using the tipping comp to bringing a whole new group of people into your sports bar.

**STAFF**

The great joy of a sports bar is its informal nature, where your venue patrons and staff can get together for a beer and a chat while enjoying the excitement of a live sports broadcast. On top of this it's also the best part of your venue where patrons and staff to have a chance to interact and get to know each other. What better way to develop these relationships than to have your staff involved in the tipping comp.

**CROSS PROMOTION**

Some venues like to offer a free drink to players who sign up for their tipping comps, some give away a beer to anyone who can “Beat the Boss.” Foody tipping goes hand in hand with having a drink with friends. This is a perfect opportunity to cross promote some of your drink suppliers offerings. Eg, “Join our tipping comp and enjoy a new Brewery Fresh Carlton Draught on the house!”

**SPORTS CLUB**

This is an obvious one but who better to welcome into your sports bar than another group of sports mad locals. The added bonus of inviting the sports clubs into your comp is that they will move in packs. You may get lucky and score fifteen or twenty new regulars.

**PRIZES**

Cash prizes are great enticements to encourage participation in your tipping comp but you may want to consider other prizes which help your drive business throughout your venue. Things like bistro vouchers and two for one deals are great ways to encourage your sports bar patrons to branch out and experience all that your venue has to offer.
GOOD LUCK WITH YOUR UPCOMING SEASON OF FOOTY TIPPING!

If you want to find out more about the Sportspick Game Zone, your end to end sports bar marketing solution, then we would love to hear from you.

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