

# PINT NIGHTS AND TRIVIA

## *What is a Pint Night?*

A **Pint Night** is a promotional event that allows venues to work with their distributor by ordering a keg of the newest product - or product that the distributor is trying to push - and in return the distributor gives them cases of the products glasses to give away to their consumers. There is no limit on how many pints can be purchased; the glasses and beer are available while supplies last. The goal is to blow the keg the night of the advertised event!

Having a Pint Night in conjunction with your trivia night is a great way to **increase sales** and create an even bigger trivia crowd. You already have a captive audience and now you are just telling them what to drink. They'll also get excited because for every pint they purchase they get a cool glass to take home. Since the promotion is while supplies last and of no limit, players could even take home a full set of 6 if they wanted. Then, they tell their friends where they got their cool glasses and bring them to the next pint night.

The distributor shows up and hands out t-shirts, key chains, and general swag to be used as additional prizes at your trivia night for bonus questions, best team name, or better yet, the team who is in first place at halftime, because that team rarely ends up winning.

This takes some organization and work on the part of the venue:

- 1 Find out what the distributor has as far as supplies or what new product they are trying to push in the coming month.
- 2 Pick a date about 3 weeks out.
- 3 Take a picture of the beer glass that will be given away and plaster it all over social media. Be sure to include the Last Call Logo in your post and tag us at @trivialovers. Do this each and every week leading up to the night (you'll need the glasses in advance). The cooler the glass, the better the crowd. Be creative with your post and be sure to mention the following (this is an example):
  - 👁 Monday, February 2nd is Trivia Pint Night sponsored by Kentucky Bourbon Ale and Last Call Productions
  - 👁 No limit, while supplies last
  - 👁 Price per pint
- 4 Have your distributor make a banner or posters advertising the trivia pint night.
- 5 Have bar staff and trivia emcee wear product t-shirts the night of the event, if available.
- 6 Invite the distributor to come and talk about the product – chances are they will bring the extra swag mentioned above.
- 7 Goal is to blow the keg!

## *How our host can get involved*

Announce the pint special several times throughout the game. // Keep a count on how many glasses are left. This builds excitement. For example, "We started with 96 glasses, now down to 60 glasses." or "ONLY 9 glasses left!" // Taking pictures for social media so people can see what they missed and mark their calendar for the next pint night!

## *Things to keep in mind*

- 1 Start small. Try this on a monthly or bi-monthly basis to start. When it really takes off, with some planning, it can be offered every week. Then kick it into high promotional gear. Go the extra mile and print monthly schedules to attach to the gamesheets.
- 2 Your distributor may not be overly excited at first because the venue is only purchasing 1 keg. Be creative with your pitch, remind them that if the crowd really likes the product, there is a good chance you would consider adding it as a permanent tap. This can be presented as a win/win situation because the distributor gets to push a new product and also gets additional advertising and promotion, not only from the venue, but also from Last Call.