



EVENTS, MARKETING, DESIGN & PR



# SCORE MORE WITH H-E-B SETUP / BREAKDOWN



## INSTRUCTION MANUAL FOR ALL BRAND AMBASSADORS

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## Before You Arrive

- Check email with information about where to go, where to park and where the H-E-B activation will be set-up on the site map

## Upon Arrival

- Find the H-E-B activation that looks like this:



- Text your Bounce lead that you've arrived and are setting up

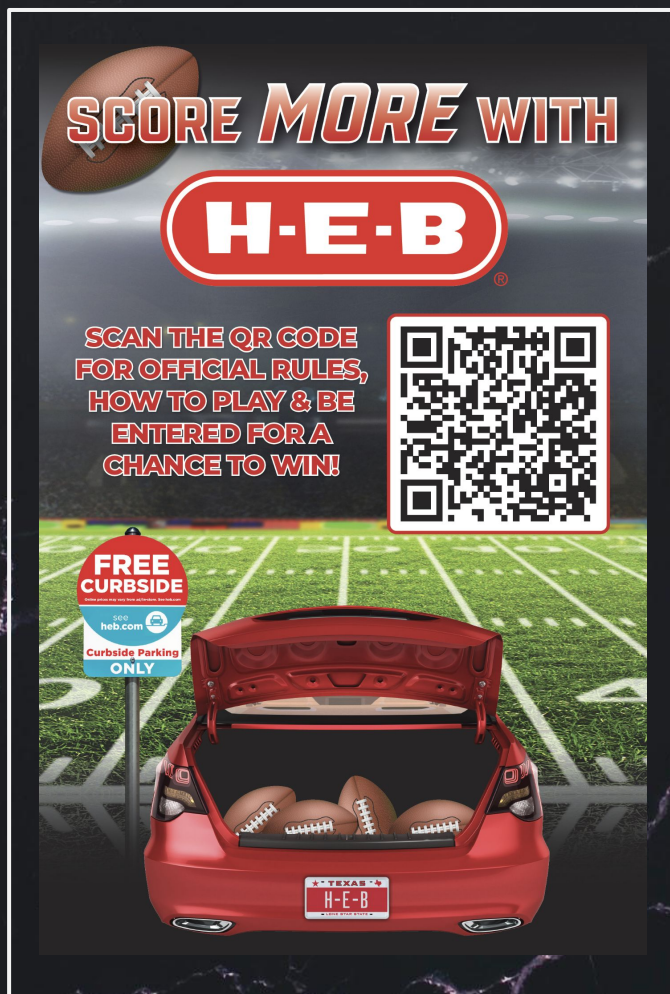
## KEY SETUP STEPS

1. Find your H-E-B shirt in the clear plastic bin if you don't already have one and put it on
2. Pop up the table that should be next to the activation and put table cover on table (table covers will be in the clear plastic bin)
3. Set out the two white A Frames that have the QR code signs on them out in front of the activation
4. Set out 3 footballs on the ground each side of the signs
5. Take out the sunglasses and koozies and put them on the table in a tidy way
6. IMPORTANT: Keep count of how many items we go through each game)



- Once everything is set, have someone text a photo to your Bounce lead (Dani, Faith or Shermayne) to show it's all set
- Once activation time begins be actively out in the crowd asking "Hi would you like to play our football challenge game? You could win a \$50 H-E-B gift card!"





## All Players Must:

- Scan the QR code on the A Frame sign.  
Tell each player it will direct them to a short form for the gift card raffle and rules to play  
EVERY PLAYER MUST fill out the form in order to play.
- Each person gets three chances to throw:
- If they only make one in, they get a koozie
- If they make two in, they get a sunglasses
- If they make all three chances in, they get a \$5 gift card (**gift cards are inside the small rolling box, please keep them in there and take a card out only if someone wins**)

## Breakdown

1. Put all of the sunglasses and koozies back into the boxes - **please let us know how many are left in each box**
2. Break down table and set next to activation
3. Throw away table cover
4. Put boxes, table, plastic A Frame signs (**keep signs on A Frames**) next to the activation in a tidy pile
5. **Text your Bounce lead a photo of everything** in the pile next to activation
6. **Text your Bounce lead if there where any issues** or anything that needs addressed



# **GET PAID & THANK YOU!**

- SCAN THIS QR CODE or visit:  
<https://airtable.com/shrbRisgAYWtZVagc>  
and fill out the form so we can pay you!

