



Winning On Game Day Contest 2019



Overview

Are you ready for some football? Again this year, Pizza Hut is the official home team of both the NFL and the NCAA. Our goal is to OWN the 5 DAYS of FOOTBALL (Thursday - Monday). Pizza Hut, LLC is sponsoring a contest for delivery based restaurants that focuses around the HOT, FAST, and RELIABLE metrics and provides some exciting fun for the winning restaurants!

New for 2019; the process is automated, so all delivery based restaurants results are automatically reviewed each week.

Competition Details:

- 17 week "Team Engagement" contest starts on **September 5th** and ends on **January 1st**.
- Restaurants are encouraged to use the Own the 5 Days of Football poster to engage their team and track results on the below key metrics.
- All restaurants with at least 65 points for the week will be automatically entered into a random drawing to select that week's winner.
- Winner will be selected on Wednesday morning weekly.
- One winning restaurant per week for 17 weeks.
- Each week is a new opportunity for a chance to win. Every Thursday starts a new contest week!

Key Metrics for Scoring:

Daily Key Metrics	Goals	Scoring Guide
% < 30	At 80% or higher	7 Points – Touchdown
% > 45	At 5% or less	3 Points – Field Goal
Maketable % < 4	At 80% or higher	2 Points – Safety
Rack Time % < 5	At 80% or higher	2 Points – 2pt conversion
Driver Turn % < 1	At 80% or higher	1 Point – Extra point

- *Maximum Total points = 75 points (15 points per day)
- *Thanksgiving Day metrics in week 13 will be omitted. Week 13 will only include Friday through Monday.

Celebrate (Have Fun):

- The winning restaurant will be announced in Inside the Hut (or live on FASTcast) each week.
- The winning restaurant team will receive a Celebration Package, including: sports water bottles, pop sockets, pins, and special recognition.
- Bragging rights throughout the entire Pizza Hut system.

Communication:

- Learn more by watching the **August 14th** FASTcast broadcast or recording.
- Contest Communications will be available in **Hut Link** and **Inside the Hut** starting **August 19th**.
- First winning restaurant will be announced on the **September 11th** FASTcast.
- Winning restaurants and all top performing restaurants will be announced in Inside the Hut each week.

NEW ARL Incentive

At the end of the contest, the 5 ARLs with the most cumulative, valid entries for the 17 week contest period, will be entered into a random drawing for a chance to win \$250 worth of Pizza Hut merchandise from Promo Depot.

Tools:

There is a new poster and new recognition cards for this year's contest!

