



Business Plan

My Buddies

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2. Executive Summary

My Buddies is a new restaurant and sports bar that will focus on attracting families, businesses, and individuals for dining and nightly entertainment as well as offering a facility for office meetings and private functions. Operating daily, we will be serving a full menu focusing on breakfast, lunch, and dinner while offering a small tavern side of the business. My Buddies will be located at 4325 Lien Rd Madison, WI 53704. This property is in a great location due to the high volume of consumers traveling the area throughout the day and night. Located in the East Towne area, My Buddies will thrive as a restaurant catering to all walks of life. Due to the easy access from surrounding communities via East Washington Ave and Interstate 39/90, we are offered a large client base to draw from. My Buddies neighbors a large number of restaurants and bars which have been successfully operated for decades.

Immediately upon opening, My Buddies will be staffed with an exceptional ownership/management team overseeing all aspects of the business.

Dale Wells – Owner/Agent

Dale will be involved in the oversight of My Buddies' day-to-day operation. Up until recently, Dale has been a long time resident of Madison, living here for 48 years. Dale is a State Certified Master Electrician, and has worked in the city of Madison in that capacity for over 35 years. Specifically, Dale served as a foreman on the Madison East Towne Food Court construction, and was involved with projects serving EPIC Systems, the WEAC building, the US Bank building on the Capitol Square, the Princeton Club, and the Deforest Middle School, among many others. Throughout his long career, Dale has been a vital asset to a number of projects which have improved the infrastructure of the City of Madison and surrounding communities. A few of the many skills Dale has developed, which prepare him for this venture, are people management, multi-tasking, general supervision, and decision making. These abilities, combined with the large network Dale has developed, are crucial to the success of My Buddies.

Dale will be tasked with overseeing every single aspect of the operation on a daily basis. Some of these tasks include but are certainly not limited to:

- Inventory
- Ordering
- Managing Finances (Debra and Dale will be exclusive in handling funds)
- Bookkeeping
- Hiring/Firing (with assistance of HR consultant Peggy Nowicki)
- Creating policy/Policy enforcement (with HR assistance)
- Approval of marketing plans
- Approval of entertainment options
- Overseeing security
- Maintaining quality
- Ensuring all laws pertaining to the establishment/license are followed
- Counting out/verifying tills

While Dale will have a large number of consultants it will be Dale's responsibility to make all important decisions regarding day-to-day strategies, marketing plans, entertainment options, finances, and every other decision that comes up in this business.

Debra Wells – Owner

Debra will have a role in the bookkeeping and general oversight of all business operations. She has been a Madison resident for 58 years and has a wide ranging employment history. She worked at Kohl's Grocery Store as the Bakery Manager for over 20 years. This job involved many tasks including food preparation, quality control, food safety, staff management, and inventory control. Desiring a change in pace, Debra joined WPS where she has worked for the last six years. In this position, one of Debra's tasks requires her to work with retired military members processing medical claims. As a prerequisite, Debra was required to become DISCAP certified with the Federal Government. Debra gained this certification following a rigorous background check.

While Debra's role will be mostly behind the scenes, she will be an important asset of Dale's from an advisory standpoint. Her experience in the food business at Kohl's Grocery combined with her impressive clerical skills provide a direct owner support mechanism for Dale to rely upon.

Jason Wells / Joseph Johnson – Marketing Directors / General Laborers

While Jason and Joseph both carry with them tremendous experience in the food and beverage service industry, with Jason operating/managing at a number of establishments in recent years and Joseph managing a number of restaurants in years past, their true skill set will be put to use in this operation through marketing and promoting.

This establishment at 4325 Lien Rd is a restaurant style business. Jason and Joseph's recent successes were in more of the nightly entertainment genre. While this is a different style of business, the general concepts of marketing and promoting remain the same.

Jointly, Jason and Joseph have already developed a massive online presence as well as a large personal and professional network which will prove invaluable to this venture. These networks were built through years of diligent work and planning on both of their parts. While initial marketing plans were directed at a different style of customer, the innate ability to acquire customers, keep them interested, and promote action on their part is the core of what it takes to succeed in this business.

Their primary roles will entail the following tasks:

Designing marketing package for Dale's review

Networking

Customer relations

Idea generating

Assisting Dale in inventory management
Coordinating charity events
Building and maintaining the catering aspect of this business
Maintaining business relationships
Website/Facebook maintenance
Technology
Following trends/market research
Public Relations
Assisting Debra and Dale in bookkeeping tasks
Sales (booking banquets/catering/groups/parties etc)

Jason and Joseph will occasionally fill in, working various shifts on an as-needed basis. They will be there to cover for employees taking sick days, and to cover any shortages in staffing. Joseph does not intend to bartend at anytime due to lack of experience, while Jason may fill in occasionally.

3. General Company Description

My Buddies will be a locally owned and operated restaurant which provides food and entertainment to a wide variety of clientele. We intend to focus on the lunch and dinner/happy hour business that this area of Madison readily offers. With the large number of businesses in the area, and the large family presence via East Towne Mall, other retail stores, etc, we intend to be a business focused on pleasing a wide array of customers versus narrowing our market into specifics.

This will primarily be accomplished through our massive food menu. Through Ken and Kane Roehl's years of experience, we will be offering everything from your traditional fish fry/prime rib specials, to specialized vegetarian meals, to a delicious and healthy kids menu, and everything in between.

We intend to have a core menu established, however we will be accenting this menu with weekly items for the public to try. We may implement a voting system of sorts, in which the public chooses whether an item is "menu worthy". This is simply one idea, among many, designed to incorporate public opinion into our business.

With the dynamic of Ken and Kane being a father/son team, there is a unique marketing opportunity that has presented itself. Ken tends to be more of the "old school/meat and potatoes" type of cook. Good old Wisconsin cooking is his specialty. This is something we are extremely lucky to have and will focus as the core of what our food offerings entail.

While Kane can certainly duplicate this, he has aspirations to learn more about the food trends in the Madison area. Joseph and Kane will quarterback the Research and Development, with Jason, Debra, Dale, Ken, Peggy, and whoever else being the judges. If something passes their test, it will be run as a weekly special, marketed as this week's "Kane's Kreation" item, and voted upon by the ordering clientele. If it gets a good response, we might add it permanently.

Through this method of food advertising, people stay interested. It will create this drive of "I wonder what Kane's doing this week?" in a large number of patrons. We may also take recipes from the patrons and implement them as well. "Customer of the week", an idea generated literally as I'm typing this, features a customer's recipe weekly, we name it after them, and maybe it makes the menu permanently. The ideas come every single day.

These are a small sample of a wide array of unique, fun, and family oriented ideas we have and hope to unveil in the upcoming months. Believe me when I say, this is simply the beginning.

While My Buddies will primarily be a restaurant serving a full menu, the dining experience may be enhanced by nightly entertainment throughout the week. With city approval, our hope is to feature a wide array of

events including Karaoke, Team Trivia, Stand-up Comedy, clowns and magicians for kids (at the My Buddies Kids events), occasional Live Bands (Solo Acts, Dinner music, Rock, Blues, etc) and more.

The owners and core staff of My Buddies are family members and long time co-workers who have joined to take their level of service and entertainment, and lifelong dream to the next level. Though the core staff has been established, as an equal opportunity employer it is our goal to hire applicants from the community and to add new jobs in the city of Madison. We are currently interviewing to establish our full staff which should be in the range of 25 to 30 new jobs created.

The plan for this establishment is to instill deeply into each one of our clients that this is a multi-faceted business. It's not just a place to come eat and leave. It's not just a place to come drink while watching football. It's not just a place to bring the family for dinner. It's all of the above!

Through this concept of combining a wide array of business models into one location we will ensure our success and ability to stand out from the high number of franchised establishments in the area. We are in a unique position of becoming one of the largest locally-owned/family-operated restaurants in the area. The hope is, through the correct marketing strategies, that the general public will perceive this as a restaurant combined with a neighborhood sports bar. We intend to nurture friendships, listen and implement public ideas, work with local charities on a weekly basis, and simply care about not only the transaction at the table (service/quality/etc) but about the community in general.

4. Community Involvement

My Buddies will have a major impact on the local community. Debra, Dale, Jason, Joseph, and Peggy all have relationships with people involved in a wide array of charities in the Madison Area. Juvenile Diabetes Research Foundation, Boys and Girls Club, Junior Achievement, Leukemia and Lymphoma Society, St Vincent De Paul, and Badger Honor Flights are just a small snapshot of this network.

As an example, My Buddies will be working with Badger Honor Flights on one specific event. Badger Honor Flights sends veterans to the memorials in Washington D.C. Their next flight is in October and My Buddies intends to be at the core of this event.

The flight to D.C. will be departing Saturday morning. Typically, the veterans' families will drive from all over the state/region to be at Dane County Regional by 4 or 5 a.m. Saturday morning, then will return to their homes, only to drive to Madison again to pick up the veterans on Sunday. Clearly this is an inefficient plan for the families involved. Moving forward Badger Honor intends to work to make it possible for the families to stay in Madison, with the help of a few local businesses, and allow these families to enjoy the weekend together in Madison. This makes for a much more enjoyable experience for the family as a whole, and also brings tourism dollars to Madison's local economy.

My Buddies will be hosting a "pre-flight" dinner on Friday evening. We will be donating every meal for the veterans in attendance. This could be anywhere from 20 to 100 veterans served at no charge. Families will be invited and encouraged to join. We will be working jointly with Badger Honor to coordinate the dinner menu, times, entertainment (the consensus thus far is that we will be playing videos from previous flights on 15+ televisions including 5 projectors), as well as assisting Badger Honor in locating businesses in the area to offer donations/discounts to the families.

Joseph and Jason intend to help Badger Honor not only on this event but with every aspect of their operation. This will range from notifying veterans state wide, coordinating transportation for those in need, general promotion, helping staff events with volunteers through our internal network, to whatever they need! Jason and Joseph intend to approach these charitable relationships in general with the drive and determination they've brought to the table on the My Buddies venture. Jason and Joseph have a world of talent and they intend to donate that talent, to worthy recipients, not only through My Buddies specific events but in general. There's a world of charities out there, and they all need help!

Badger Honor Flights is simply ONE of the charities we intend to work with on a weekly basis. This plan with Badger Honor Flights, which has been booked and implemented in a matter of hours, pales in comparison to what we are, and will be, capable of accomplishing upon opening this business. That style of charity work is easy to us. We can't wait to take on some true challenges!

In addition to charity work, we intend to sponsor a number of teams for softball, volleyball, baseball, women's professional football, roller derby both on the amateur level but also at the level of organizations

such as the Madison Mustangs and Mallard. We firmly believe it is imperative to be active in the community in order to succeed in this business.

My Buddies will host a number of personal benefits as well. There are a large number of benefits the My Buddies team has already been involved with, some of which are recurring events. One example is the David Dobbert Scholarship benefit, held in honor and remembrance of a young man who was tragically killed by a drunk driver. The funds from this benefit are donated in the form of a scholarship to a deserving youth in the Madison area's school districts. David's mother, Cindy Cross, is also a speaker at Victim Impact Panels during which she tells her story. We've worked closely with David's mother for some time and have plans to enhance this benefit to new heights.

Joseph volunteered with Habitat for Humanity and The Boys and Girls Club of Madison throughout his time at HSBC Bank. Joseph intends to re-establish these connections and organize volunteer events with not only the staff, but with friends and patrons volunteering as well. This concept revolves around closing My Buddies for an afternoon and coordinating a volunteer day with these organizations. In the past Joseph's former employer HSBC would do this once per year. We intend to do more. In addition, we intend to integrate not only our staff as volunteers, but the public and customer base in general. We believe our positive influence in the community will inspire a large number of people to assist us in our volunteer efforts. We will ultimately host a volunteer's dinner as a reward for public participation thus ensuring more people.

The concept of this establishment is a collective effort to run a successful business, as well as to have a major positive impact on the community. We wish only to show the city of Madison that we can work together to accomplish great things. In this volatile time in this city/state/country, we've learned that teamwork is mandatory in order to move forward. We wish to expand this idea to the public.

5. Products and Services

My Buddies will be a unique addition to the Madison area's bar and restaurant industry. It will take some of the unique features offered at other establishments and consolidate them into one location.

Soon after opening, we will be offering a full menu for lunch and dinner. Our kitchen staff is currently comprised of a father and son team. Combined they have over 50 years of restaurant management experience. They specialize in a variety of cooking styles including short order, gourmet, catering and banquet.

Menu items will include appetizers, burgers, pasta, fish-fry, steak, prime rib, homemade pizza, soup, and much more. We will have an established menu; however, we will be adding specialty items on a weekly and/or monthly basis. Please see attached menu examples.

We intend to pursue the catering market immediately. With the large number of businesses in the area Joseph, Jason and Kane will comprise the sales team designed to recruit office parties, holiday parties, wedding banquets, birthday parties, and any other occasion that warrants catering. While we are still finalizing our catering/banquet menu, we plan to have a wide array of options suitable for any style gathering.

My Buddies will have a full service sports driven tavern, serving a wide variety of alcoholic and non-alcoholic beverages. With the number of microbrews in the Madison area we will be offering a massive variety of beer to our clientele, as well as the basics. Ale Asylum, Capitol Brewery, and New Glarus are examples of Wisconsin area breweries.

We intend to utilize the tavern side of this business as a supplement to the restaurant, and not as the focus. This will be apparent in our marketing techniques. It is well understood in Madison, as well as in Wisconsin in general, that it is extremely difficult if not impossible, to run a successful restaurant this size without a tavern side to the business. Banquets, office parties, birthdays, dinner in general, sports, leagues, happy hours, all involve alcohol. To not offer this service is detrimental to the future success of this establishment.

With city approval, live entertainment is another major contribution we hope to offer at My Buddies. We hope to occasionally (once or twice per month) book a band to play from 9:30pm-12:30am. This is a very typical occurrence in the general business neighborhood surrounding the establishment. The bands booked will be approved by Madison Police Department, if they are interested in reviewing. We will book something no earlier than 60 days in advance in order to allow time for proper review by the appropriate city officials. We do not intend to do any sort of live "hip-hop" and/or utilize external promoters which has proved troublesome in the past at a number of establishments throughout Dane County. The concept of "bar-jacking" is something we are well aware of, and due to our incredibly strong internal promotional team, we will not be in need of these services at any time.

6. Customers

My Buddies will be an establishment designed to serve every type of person. Although our core market will consist of male and females ages 21-55, we intend to be extremely family-friendly and oriented. Due to the wide range of services this facility provides it is difficult to narrow our market to a specific age/gender group. This is a positive factor, however, as we can accommodate to just about anyone, anytime.

Our typical client base will be comprised of the following :

- 21-55 years old
- Male and Female
- Living in McFarland, Cottage Grove, Madison, Monona, Stoughton, Fitchburg, Sun Prairie
- \$30,000 annual income and greater
- Active in sports, community, leagues, socializing, music

Again, due to the wide array of activities My Buddies will provide, this is not a situation where we can narrow down to a specific target market. In our experiences managing taverns we have had a high level of success entertaining every single type of person. We aim to continue this through our pool, darts, food, banquet options, and charity work.

7. Competition

The competition in the East Towne area is fierce. There are a huge number of restaurants and taverns immediately surrounding My Buddies. We are well aware of this, and welcome the challenge. While it may appear that it is a saturated market we believe there are opportunities available for major success in this area.

Primarily, the bulk of these establishments are chain restaurants. While each of these establishments provides good food at a fair price, we believe we can stand out. My Buddies is a company owned and operated by mostly Madison natives. The personality that comes with being locally owned and operated is something a franchise location simply can't deliver. While it may be owned locally, the concept, idea, name, menu, etc are not. This allows for an extremely unique position for My Buddies. Instead of corporate instructing us how to run the business, we can listen to our customers, answer their requests, and implement their ideas. Ultimately this will create a massive sense of ownership and loyalty in every one of our clients.

In addition, the East Towne area is one of the most trafficked areas in the state. The establishments in the area routinely have 45 minute waits to be seated. This happens at both lunch and dinner, throughout the week. Thus, we believe there is a demand for an additional option in this area.

Lastly, with the implementation of leagues, charity events, My Buddies Kids, and with city approval occasional live entertainment, we will stand above our franchise. Our mission is to see you smile and enjoy yourselves every single time you walk through the door, feel like you're a part of the team, introduce you to new concepts and ideas, and motivate you to participate in community events.

It is our belief that a large number of franchised locations are purely money machines designed to turn over as many customers as possible in the shortest amount of time possible. While we welcome a large volume of customers, we have no intentions of rushing them out the door, nor do we consider them walking and talking paychecks. It's deeper than that for us.

8. Niche

My Buddies will stand out in a number of ways. Professional and dedicated staff members, pool & dart leagues/tournaments, banquets, and weddings are just a few examples of how we will stand out from our franchised competitors. However we believe the biggest benefit we offer to the public is simply a place you can call your own. We will listen to ideas and implement them, allow our patrons to have a say in how things are done (menu items, benefits, entertainment suggestions) and implement programs which will promote a sense of ownership in each and every member involved.

My Buddies Kids is another example of our “going above and beyond” to ensure customer satisfaction on every level. We have noticed over the years that while the menu styles have expanded throughout Madison, one area that has been neglected is the concept that kids are customers too.

Parents introduced to this idea are ecstatic about its possibilities. This concept will start simply with focus and attention on a delicious and healthy kid’s menu. Most establishments have very similar kids menu, and quite frankly, are boring and uninteresting. We have a large amount of ideas, which unfortunately we cannot disclose here due to the importance of trade secrets. These ideas will focus on the quality and health content of the food served to children, as well as focusing on specialty menu items suggested by kids. We also intend to have a number of options for children’s birthday parties. Animart is going to assist us in implementing this plan however I cannot speak in depth on this promotion due to the genius nature of the idea.

Upon opening, we will be designing a website directed at children which will promote education, volunteering, learning, helping others among other values My Buddies believes in. This website will be designed conceptually by Joseph and Jason, however their main input will come from Jason’s daughter, and HR Director Peggy Nowicki’s children.

The ultimate hope with My Buddies Kids is to interest them in business and community involvement as time progresses. Similar to Junior Achievement, another program Joseph has volunteered for and intends to again, we will use My Buddies Kids as a platform to enhance and guide young entrepreneurs as they continue to grow.

Lastly, the most important niche My Buddies has is simply the people involved. We have built a team of followers and employees of varied backgrounds, professions, age, race, and gender and all involved are fully capable of carrying on a conversation and having a laugh with anyone who walks through the door. Personality, friendliness, and professionalism are all keys to our success.

9. Marketing & Promotion

The name “My Buddies” was specifically chosen for the wide array of marketing ideas that come with it and the atmosphere we intend to create. We plan to run the establishment in a manner that promotes a welcome feeling to everyone while encouraging ideas from our patrons. Again, our aim is to promote a sense of ownership in our clientele, as this will ultimately lead to loyalty.

The focus of our marketing will be focused on My Buddies Food. This is the most difficult part of this business and we intend to utilize every single option available to get the word out on our amazing menu and specials. Through promotions like Neighborhood of the Week, and Business of the Week, we hope everyone in the area at some point will have been through our doors, like the food, and will make My Buddies their “go to” establishment for lunch, dinner, and evening entertainment.

We are currently researching our best supplemental advertising forums and deciding on which exact approaches we will take. However, as an example, we are working with LivingSocial.com, Groupon, the programs in use by local high schools, youth sporting organizations, Charter Communications, Lamar Outdoor Advertising. We are exploring which methods are cost effective and necessary due to our amazing internal marketing machine.

Liquor promotions will be few and far between and will primarily consist of onsite advertising regarding daily specials, happy hour specials, etc. In the case of a benefit event with live music (city permitting) we may market the liquor side to ensure a good turnout. However on a daily/weekly basis the emphasis will primarily be placed on the restaurant side of this operation.

We are working with a number of artists to create a logo for My Buddies. The logo on the cover is our current version. The idea is to promote fun and friendship. The faces are left blank intentionally to imply that we are open to anyone and everyone. We have a number of relationships with local printers and clothes manufacturers for business cards, flyers, menus, and additional merchandise.

The initial drive of our promoting will be generated through word of mouth and radio/tv advertising. The re-opening of this establishment is certain to generate a large and healthy buzz throughout the entire Madison area. Along with the hundreds of potential customers with whom we have already established ourselves, we are meeting and recruiting new neighborhood residents, business associates, and friends on a daily basis. The idea of a family run operation that cares about the community is a highly interesting concept and the general public is running wild with the idea already.

Radio advertising will supplement and increase the word of mouth through Midwest Family Broadcasting. We’ve partnered with Midwest in the past regarding WJJO Bandcamp, however we will be expanding our promotional efforts to include Q106, Magic 98, and AM broadcasting stations. This will ensure a broad marketing blanket, expanding to every market, and ensuring a diverse customer base.

Social networks will have a major role in our marketing plans. Currently we have over 5,000 “friends” on a number of Facebook accounts. This serves as a major tool for word of mouth advertising. Daily special updates, event promotion, video feeds, and pictures are just a small example of the tools available. Facebook also notifies who is having a birthday weekly, which is important in driving our birthday special promotions.

Facebook not only reaches out to one specific person, but accesses their friends as well. For example, the July 24th event we invited 2,000 people on Facebook. By the day of the event over 6,000 people had been invited. Of course, this does not mean 6,000 people attended, but 6,000 people were made aware of the happening. This will prove to be extremely effective in spreading the word on our food specials.

We will utilize this massive word of mouth system to broadcast our food specials, motivate people to market for us through contests, and simply having an online personality versus using Facebook just as a billboard.

The key to maximizing social networks is to have a friendly presence. In other words, don't just market with it. Have fun with it and give the bar a personality. Post funny things, jokes, and videos to become a “Buddy” with your friends and networks. Getting bombarded with marketing can be annoying and counter-productive. Therefore, if you create a personality for the establishment, the marketing is subtle and less intrusive.

My Buddies has begun to develop a website to supplement our Facebook presence. This site will contain all the info needed to attract you to our establishment. Daily specials, menus, calendar of events, league statistics, pictures, videos, blogs, merchandise, banquet info, and our catering menu are all examples of the information available on the website. We will also optimize our position on all major search engines in order to promote high traffic by people searching for family restaurants in the Madison area. In the beginning there will be specials, promoted on Facebook and through word of mouth, that are only available on the website in order to establish our website as a daily/weekly stopping point for people web surfing.

We are currently in the process of exploring costs for television advertising. In the initial opening period we intend to run television commercials simply to reach as far as possible into the market. We will continue these advertisements focusing primarily on the food portion of the business.

In addition to Facebook, radio, television, and word of mouth, we are also exploring the option of direct mail. In the beginning we will be running direct mail promotions featuring our food menu. One option we are considering is a “neighborhood of the week” promotion. Offering specials to specific neighborhoods for a specific time is an excellent way to increase revenue long term. This is a tried and true strategy that Joseph utilized at a prior place of employment.

The basic premise is half-off certain menu items for a one- week period. This is sure to spark interest in the surrounding community, which in turn will help establish ourselves as a reputable business. By offering the discounted price at a specific time it encourages the consumer to act. Simply mailing out discount coupons is not as effective because they get lost and forgotten. Though we realize we are not necessarily profiting from this specific visit, the goal is to get customers in the door. Our excellent food, atmosphere, and service will

ensure they come back time and again. This also offers an opportunity to promote our other services including leagues, tournaments, banquets, etc.

To enhance our lunch business, as well as our presence in the business community, we will choose a business of the week and have a staff member hand deliver these coupons. The personal delivery not only ensures review by the potential customer, it showcases the level of professionalism and service My Buddies will provide. The business of the week will operate in the same manner of neighborhood of the week and will have the same goals for promoting additional aspects of My Buddies.

Our overall image we wish to achieve is a place where anyone is welcome. Through our wide array of entertainment, league, and banquet options we will be viewed as a place that can accommodate any situation or need. Ultimately we wish to become a “go to” establishment in Madison, whatever your need may be.

Clothing will be a major part of our word of mouth advertising. Designers are currently working to develop sweatshirts, hats, t-shirts, and so on which will be distributed to highly visible people in the community including our employees, friends, local celebrities, and random people.

We intend to cross market when possible to utilize not only our word of mouth networks but others’ as well. There is an extremely wide array of businesses in this immediate neighborhood. We have already begun to form relationships, through which we intend to reciprocate customers, with a number of neighboring businesses. We currently work jointly with a large number of local businesses to help each other grow. We can’t wait to add to this list of affiliates.

League sponsorship will be a major part of marketing as well. We intend to sponsor a number of in house teams for darts and pool, as well as softball teams participating in tournaments and leagues throughout the Madison area. We are close to finalizing a sponsorship package with the Madison Mustangs involving being the drop off point for away games, as well as running shuttles to their games. The Mustangs are simply one example of a local sports organization we intend to work with.

The points listed above are the primary marketing plans we intend to implement immediately upon opening the doors. However, this is by no means a total representation of what our team is capable of. There are an incredible number of small promotions, ideas, games, contests, and other interest-gaining opportunities we are prepared to implement, and the list continues to grow daily.