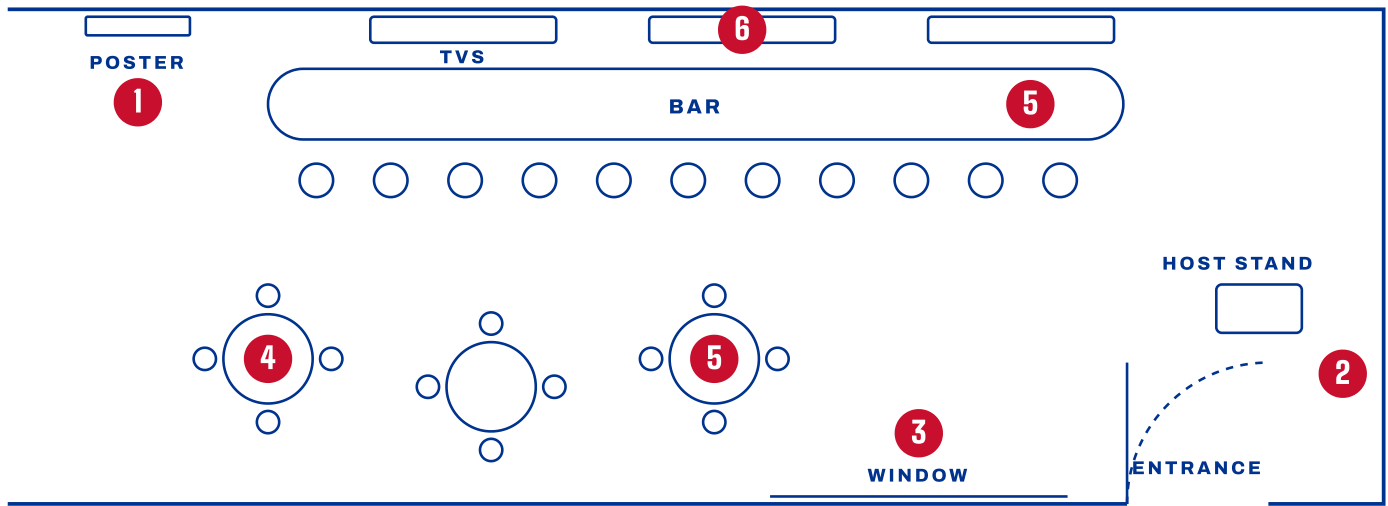


WHERE EVERYTHING GOES.

TEN MINUTES, ONE ROLL OF TAPE.

Everything in this kit prints on regular paper, on any printer, in color or black and white. Cardstock is nicer for the table tent. Put everything up as soon as you're ready. Giving is open: your code takes fans straight to your bar's own giving page.



- 1 POSTER**
poster.pdf · 8.5×11 · or poster-low-ink.pdf (black & white) · poster-11x17.pdf
Behind the bar or right beside the TVs, at eye level. Two copies if the room is big.
- 2 TABLE TENT**
host-stand-card.pdf · fold in half
Fold on the dashed line and stand it on the host stand or by the register. Print extras for the bar top.
- 3 WINDOW SIGN**
window-flyer.pdf · 8.5×11
Facing out, on the front door or the window by the sidewalk. This is how the neighborhood finds out.
- 4 MENU CARDS**
menu-handouts-4up.pdf · four per sheet
Cut on the dashed lines. Tuck them into menus and check presenters.
- 5 QR SQUARES**
qr-16up.pdf · 16 per sheet
Cut them apart. Tape one to every table and the bar top. Reprint whenever they walk off.
- 6 TV GRAPHIC**
tv-screen.png · 1920×1080
On any TV between plays, at halftime and during commercials. Use a USB stick, or cast it.

PUT IT ON THE TV

Open this address in your smart TV's web browser (or a laptop or streaming stick on the TV) and leave it up during games. Fans scan the code right off the screen. Or show tv-screen.png from a USB stick.

andrereedfoundation.org/tv/AM63



THE ONE RULE, AND IT PROTECTS YOUR BAR

Never tie a donation to a purchase. "\$1 from every wing basket" sounds generous, but it turns a simple poster into a regulated promotion for your business. The QR code is all we need. Got a bigger idea, like a raffle or a special? Ask us first and we'll set it up the right way.

WHAT STAFF CAN SAY: "We're raising money for kids' reading rooms and trying to bring Andre Reed here for a Bills watch party. Scan the code to give; our top donors could play in Andre's golf tournament."



Your code goes to andrereedfoundation.org/bars/laurentide-beer-company-penn-yann. It never changes. It takes fans straight to Laurentide Beer Company's own Givebuttr giving page, and completed gifts there count for your bar under the Challenge rules. **Need it on your own signs?** qr.png is the code on its own; keep it at least 2 inches wide. **Questions?** events@andrereedfoundation.org, or reply to the kit email.

Andre Reed Foundation · PO Box 4485, Allentown, PA 18105 · EIN 27-3567296 · registered 501(c)(3). Giving is voluntary and separate from any purchase at the bar. Donations go to the Andre Reed Foundation through Givebuttr; this bar never handles the money. Prizes go to the top eligible bars and donors, by results (no drawing), under the Challenge rules. The golf prize is free tournament entry; travel is not included. Dates and rules: andrereedfoundation.org/bills-backers/rules. Bills Backers marks used with permission.