



## Helping Pubs Make the Most of Their Pool Table

"We provide promotional support, tournaments and guidance to pub retailers. We believe in growing the game through improved quality, increased activity and effective promotion. We pride ourselves in '**Making Pool Great™**' by presenting the game in a more professional and innovative way.

### What is Pool Pockets?

-  Pool Pockets is an independent specialist scheme, committed to supporting its member pubs with the development and promotion of pool.
-  Pubs join Pool Pockets to evolve their pool business, drive footfall and increase their income potential. Member pubs receive guidance and ongoing support in the form of direct marketing materials, in-house tournament packs, pool activity products, national promotions and online activities.

### Why do it?

#### Pool has massive potential to drive footfall and increase income!

Consumers will specifically visit a pub to play pool but over the years there has been a large decline in pool promotions, support and development, causing the game to stagnate and players to lose interest.

This has provided an opening for many licensees to grow their pool business and increase their profits. Pool is still one of the nations favourite sports but is currently under-developed and has room for growth.

Pool Pockets has been created to help the licensee seize this opportunity and make more from pool. We are the complete '**pool promotion solution**' that provides everything required to build momentum and buzz around the pool table.

With an imaginative approach to pool, we're extending the games appeal and rejuvenating it's tired image. Games, concepts and promotions are being continually developed to keep players engaged with the pool table.



**Making Pool Great™**

# What Pubs Get

**Pubs subscribe to Pool Pockets on an annual basis and receive the following:-**

## 1 Membership Pack



Pubs get a membership pack and knockout tournament kit when they join.

## 2 Full use of Pool Pockets Website

[www.poolpockets.co.uk](http://www.poolpockets.co.uk)



Specialist pool website that allows pubs to promote their venue and pool activities.



Web tools to help organisers create and manage leagues and tournaments online.

## 3 Four Tournament Kits Per Annum - one kit delivered every three months

Kits contain A2 posters, A3 posters, tournament boards, registration sheets, hints & tips sheet, rules and anything else that is needed to run the relevant tournament.



**Round Robin**



**Knockout**



**Speed Pool**



**Killer**

## Getting Started with Pool Pockets

- Read and follow the guides in the membership pack.
- Ensure your pool facilities are in excellent condition.
- Register pub on website and create your venue web page.
- Upload details of forthcoming tournaments & promotions plus news stories and photos of your players and pool events.
- Encourage your players to register on website to view your venue page - incentives will be made available for this.
- Use promotional posters in kits to advertise your pool events well in advance.
- Build momentum & excitement for events by talking to players and getting them registered and paid-up in advance.
- Encourage spontaneous games such as 'Killer' when you have players around - the more fun times you create, the more customers will want to play again.

## How to Join

### Enterprise Pubs

Enterprise pubs are entitled to join Pool Pockets for FREE. Contact your table operator if you wish to join. They will deliver your membership pack and subsequent tournament kits.

### All Other Pubs

Pool Pockets annual subscription is £104. Please contact either your operator or Pool Pockets directly on: **T: 0113 3955616**