



## PILOT FLYING J BATTLE AT BRISTOL™ VISITOR PLAYBOOK

The Bristol, Johnson City and Kingsport Convention & Visitor's Bureaus are teaming up to create the historic Pilot Flying J Battle at Bristol™ VISITOR PLAYBOOK. This VISITOR PLAYBOOK is an online and printed listing of all of the events and activities leading up to the Battle at Bristol football game at iconic Bristol Motor Speedway. We will list events and discounts offered by your business occurring Sept. 8-11, 2016.

**THERE IS NO COST** to be included in the VISITOR PLAYBOOK that will be distributed to all ticket holders, out of town visitors and alumni associations of both Universities. For many attendees, this will be their first time to our community, and we want to be sure to provide an experience that truly exceeds their expectations.

The VISITOR PLAYBOOK will be available online by August 1 at [www.BattleInOurBackyard.com](http://www.BattleInOurBackyard.com). Some examples of events and discounts you may list:

- "The Something Special Band is performing live on Thurs., Sept. 8 at 9 p.m."
- "Guests wearing UT / VT apparel will receive a free appetizer Sept 8-11."
- "Mention that you are in town for the Pilot Flying J Battle at Bristol™ for 15% off any clothing purchase."

### PLEASE RETURN THE ATTACHED FORM

(You may submit more than one form if you have multiple events on separate days)

Show your spirit in welcoming these visitors to our community – some ideas to get you started:

- Decorate your storefront or lobby the week of Sept. 4-11, 2016
  - To use the official Battle at Bristol™ word mark or logo, please email a short description of your proposed use of the word mark and/or logo to Julie Bennett at Bristol Motor Speedway at [jbennett@bristolmotorspeedway.com](mailto:jbennett@bristolmotorspeedway.com). Upon approval, the Pilot Flying J Battle at Bristol™ logo will be sent to you. Certain uses will not be permitted, including (but not limited to) conflicting sponsors, use on commercial packaging, use that suggests endorsement or sponsorship, and any use that violates the agreement governing the game.
- If you have an outside marquee, change the signage for the week of the game
  - "WELCOME BATTLE AT BRISTOL FANS!"
  - "GO VOLS! GO HOKIES!"
  - "WELCOME VOLS! WELCOME HOKIES!"
- Note: most Hokie fans do not like "VA Tech" when referring to their school. "VT" and "Virginia Tech" are much more preferred



# PILOT FLYING J BATTLE AT BRISTOL™

## VISITOR PLAYBOOK FORM

Please fill out the form below & return to <mailto:playbook@battleinourbackyard.com> or fax (423) 989-4867 by July 25<sup>th</sup>. Or, you can fill out the form(s) online at [www.BattleInOurBackyard.com/PlaybookForm](http://www.BattleInOurBackyard.com/PlaybookForm)

The information provided will be listed online at [www.BattleInOurBackyard.com](http://www.BattleInOurBackyard.com) beginning August 1, 2016, and provided to ticket holders attending the Battle at Bristol and both University alumni associations.

Please fill out a new form for more than one discount or event (per day).

Company/Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Email for Visitors to Contact You: \_\_\_\_\_

Date (check all that apply):

Thurs., Sept. 8

Fri., Sept. 9

Sat., Sept. 10

Sun., Sept. 11

Category:  Retail / Restaurant  Event / Live Music  Other

Event details and/or discount description: \_\_\_\_\_

Your Name: \_\_\_\_\_ Signature: \_\_\_\_\_

By signing this form, I verify the information provided is correct and my permission is given to publish.

*All ads shall be in good taste and in conformance with the community standards of decency and subject to the approval of Bristol Chamber of Commerce/ Bristol Convention and Visitors Bureau, Kingsport Chamber / Kingsport Convention and Visitors Bureau, Johnson City Chamber / Johnson City Convention and Visitors Bureau. We shall have the right to edit the message or require changes or deletions, including the right to disapprove of the message in its entirety.*

**Thank you for supporting the Pilot Flying J Battle at Bristol™ at Bristol Motor Speedway!**

