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The Rusty Anchor

Q4 Events & Promotions Plan (Draft)

Owner: Dave Lewis

Venue Type: Late Night Bar & Club

Capacity: 280

Document Date: 15 September

Overview

Continue current trading activity through autumn and winter.

Focus on maintaining weekend footfall and promoting existing events.

Advertising to continue through Facebook and Instagram.

Budget remains unchanged from summer period.

Weekly Activity Schedule

Thursday - Student Night

- £3 selected drinks
- DJ from 9pm
- Open until 2am

Friday - Commercial Chart Night

- Resident DJ
- Drinks promotions from 8pm until midnight
- Open until 3am

Saturday - Club Night

- Resident DJ
- Dance music
- Open until 4am

Sunday - Karaoke Night

- Starts 8pm

- Free entry
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October Events

Friday 17 October

Live Band Event

- Local covers band
- Free entry
- Standard drinks pricing

Saturday 25 October

Dance Classics Night

- Resident DJ
 - Free entry
 - Social media post planned
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November Events

Friday 14 November

80s Night

- Fancy dress encouraged
- Free entry

Friday 28 November

Live Music Evening

- Local band booked
 - Standard pricing
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December Events

Saturday 6 December

Christmas Party Night

- DJ entertainment

- Open until 4am

Friday 12 December

Live Music Event

- Local band
- Free entry

Saturday 20 December

Club Night

- Extended hours

Wednesday 24 December

Christmas Eve

- Open as normal

Friday 26 December

Boxing Day

- Open as normal

Wednesday 31 December

New Year's Eve

- DJ
- Late licence applied for
- Free entry before 10pm

Social Media Activity

Facebook

- Event posters to be uploaded as events approach.
- Aim for two posts per week.

Instagram

- Reuse Facebook content.
 - Event graphics to be produced in-house.
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Marketing Budget

Current monthly spend:

- Facebook Ads: £100
- Printed Posters: £50

No additional seasonal marketing budget currently planned.

Partnerships

- Local taxi company poster display agreement.
- University freshers leaflet distribution completed in September.

No other partnerships currently planned.

Customer Database

Email mailing list currently contains approximately 450 contacts.

No email campaigns planned at present.

Advance Sales

Most events will operate as pay-on-door.

No ticketing planned except where required by licensing.

No VIP packages currently available.

No drinks packages currently available.

No booth booking system currently available.

Corporate Bookings

Corporate bookings available upon enquiry.

No dedicated packages currently created.

No outreach activity currently planned.

Loyalty & Retention

Existing loyalty card remains available.

Buy 9 drinks, receive 1 free.

No seasonal loyalty campaigns currently planned.

Objectives

- Maintain current customer numbers.
- Keep weekend trading strong.
- Continue regular events programme.

No specific revenue targets currently set.

No booking targets currently set.

Operational Notes

- Additional door staff may be required for New Year's Eve.
- Christmas staffing rota to be completed in November.
- Glassware order required before December.
- Entertainment bookings to be confirmed by end of October.