



Waste Management Phoenix Open Playbook

LOCATION:

This year we will have two locations for the brand ambassadors and should have them rotating throughout the week.

- **DraftKings Sportsbook** (5 reps max - Jeff will take 1 of these tickets for Wed/Thurs)
 - 2 should be helping at the activation at all times; 1 focused on the activation and 1 focused on new customer interactions/sign ups
 - 1-2 can roam the building but cannot disturb patrons or go within actual retail sportsbook where retail bets are being placed
 - When in the sportsbook - rep must have both sportsbook credentials & tournament credentials.
 - *This is a ticketed event Wednesday-Saturday and open to the public on Sunday.*
- **Roaming the course** - all remaining reps can roam the course.
 - There are now daily tickets available for the sportsbook! Pricing and talk track TBD - watch for an update in the channel.

E-Shots Surveys: Please be sure to update your survey based on where you are working:

* [DraftKings_WMO Golf Course_Arizona](#) (ROAMING ONLY)

* [DraftKings_WMO Sportsbook_Arizona](#) (INSIDE THE SBK ONLY)

PROMO CODES: (see slack channel or very bottom of playbook for promo code split each day)

● Roaming only - HERO1-10

- Super important to note that this will be the only code(s) that triggers the deposit bonus
- MUST note when a customer takes advantage of the deposit bonus, please write **"DM" or "DEPOSIT MATCH"** in the notes section of the e-shots survey when customer takes advantage of this offer

● Sportsbook only - HERO11-20

OFFERS: **MINIMUM DEPOSIT TO RECEIVE CREDIT IS \$20 & PLAYERS MUST PLACE A REAL MONEY WAGER IN ORDER TO RECEIVE CREDIT**

There will be three online sportsbook offers on the app that players can take advantage of. Please note that the deposit bonus can only be redeemed when roaming, NOT in the sportsbook.

- **NEW USER: Bet \$5, Get \$200 Instantly in Bonus Bets**
 - **NEW CUSTOMER ONLY**, cannot have used DK fantasy, sportsbook or casino previously
 - Min. \$20 deposit. Min. \$5 bet.
 - \$200 issued as eight (8) \$25 bonus bets.
 - Bonus Bets are single-use, non-cashable, non-withdrawable, must be wagered 1x and stake is not included in winnings.

- Bonus Bets expire 7 days (168 hours) after being awarded. Promotional offer period ends 2/11/24 at 11:59PM ET. See full terms at sportsbook.draftkings.com
- **ROAMING ONLY OFFER (Thurs-Sun):** New customers, Opt-in and make a \$5+ deposit during the Promotional Period to earn a 100% deposit match bonus, up to \$50 as a Bonus Bet
 - **MUST USE CORRECT PROMO CODE during sign up or the customer will not get the deposit bonus**
 - **NEW CUSTOMER ONLY/PROMO CODE TRIGGER** - Promo code required.
 - Minimum \$20 deposit.
 - Customers who successfully opt-in via promo code will receive a 100% match of their first deposit, up to \$50. Bonus issued as one (1) Bonus Bet.
 - Maximum \$50 Bonus Bet awarded.
 - Bonus Bets are single-use, non-cashable, non-withdrawable, must be wagered 1x before any resulting cash winnings can be withdrawn, and stake is not included in winnings.
 - Bonus Bets expire 7 days (168 hours) after being awarded. Promotional offer period ends 2/11/24 11:59 PM ET. See terms at sportsbook.draftkings.com/golfterms
- **ALL USER - SUPER BOWL: Bet on Super Bowl LVIII, Get a Bonus Bet Instantly**
 - *We do not receive credit on existing user sign ups, nor will we pay commission on existing users.*
 - Max reward varies // bonus bet equal to initial wager
 - MUST OPT IN WITHIN THE APP - Valid 1 per customer.
 - Opted-in customers who place a Super Bowl LVIII bet will receive one Bonus Bet based on the amount of initial bet.
 - Min. \$1 bet. Max. \$10 bet.
 - Minimum odds per bet, and awarded Bonus Bet maximum, vary by customer cohort. Must select Token BEFORE placing bet.
 - Bonus Bets are single-use, non-cashable, non-withdrawable, must be wagered 1x and stake is not included in winnings.
 - Bonus Bets expire 7 days (168 hours) after being awarded. Promotional offer period ends at the conclusion of Super Bowl LVIII on 2/11/24. See terms at sportsbook.draftkings.com/promos.

SWAG:

There are a lot of restrictions with giveaways this year and we are trying to remain flexible with our partners. We may be given more flexibility as the week goes on, but will be in constant communication with the team. Specific breakdown below for each location:

- **Sportsbook:** 150 hawaiian shirts to giveaway at the sportsbook ONLY that new users and existing users who are depositing more than \$100 can receive
- **Roaming the Course:** 200 golf balls sleeves to give away on course if a new customer deposits \$25+.
 - Shirts CANNOT be given out on the course and we must follow this policy.
- Each night there will be a storage location for leftover swag that only certain people can access (not us), tbd on exact location, please contact the daily POC for full information.

POINT OF CONTACT:

- Wednesday: Alice Krakowiak (631-988-4767)
- Thursday:
 - AM: Alice Krakowiak / PM: Rachel Kulhawik (774-270-4126)
- Friday & Saturday: Rachel Kulhawik
- Sunday: Alice Krakowiak

PARKING:

General Public Parking (with shuttle access to the tournament gates) is **FREE** and available in the following areas:

- **LOT A (WESTWORLD)**
We recommend drivers headed East on the Loop 101 to exit on Frank Lloyd Wright Blvd., drive north to Bell Road, to just east of 94th St., then into the parking lot entrance. Drivers headed West on the Loop 101, take the Bell Road exit. The FREE shuttles from Lot A will operate Monday through Saturday from 7 a.m. to 11 p.m., and on Sunday from 7 a.m. to 6:30 p.m.
- **LOT B (SALT RIVER FIELDS)**
Free parking is also available at Salt River Fields at Talking Stick at the Loop 101 and Via de Ventura. Shuttles to and from the tournament entrance are available at this location as well and will run Wednesday – Sunday only, from 9 a.m. to 6 p.m.

BAG POLICY:

We will have bag tags for the team and can include them in the ticket drop off. Please find WMPO bag policy below:

- No opaque bags larger than 6"x6" (including carrying cases, backpacks, camera bags, or chair bags) are permitted through the gates. No clear, plastic, vinyl, or other carry items larger than 12"x6"x12" are permitted through the gates. Clear Tote Bags, plastic, vinyl, or other carry items larger than 12"x 6"x 12" will NOT be permitted.

SPORTSBOOK FOOTBALL TOSS ACTIVATION:

Betting Hero will be running our Precision Passing activation alongside CX at the sportsbook, with the goal to get customers to sign up and bet online. Please find the flow of this below, as well as mapped out!

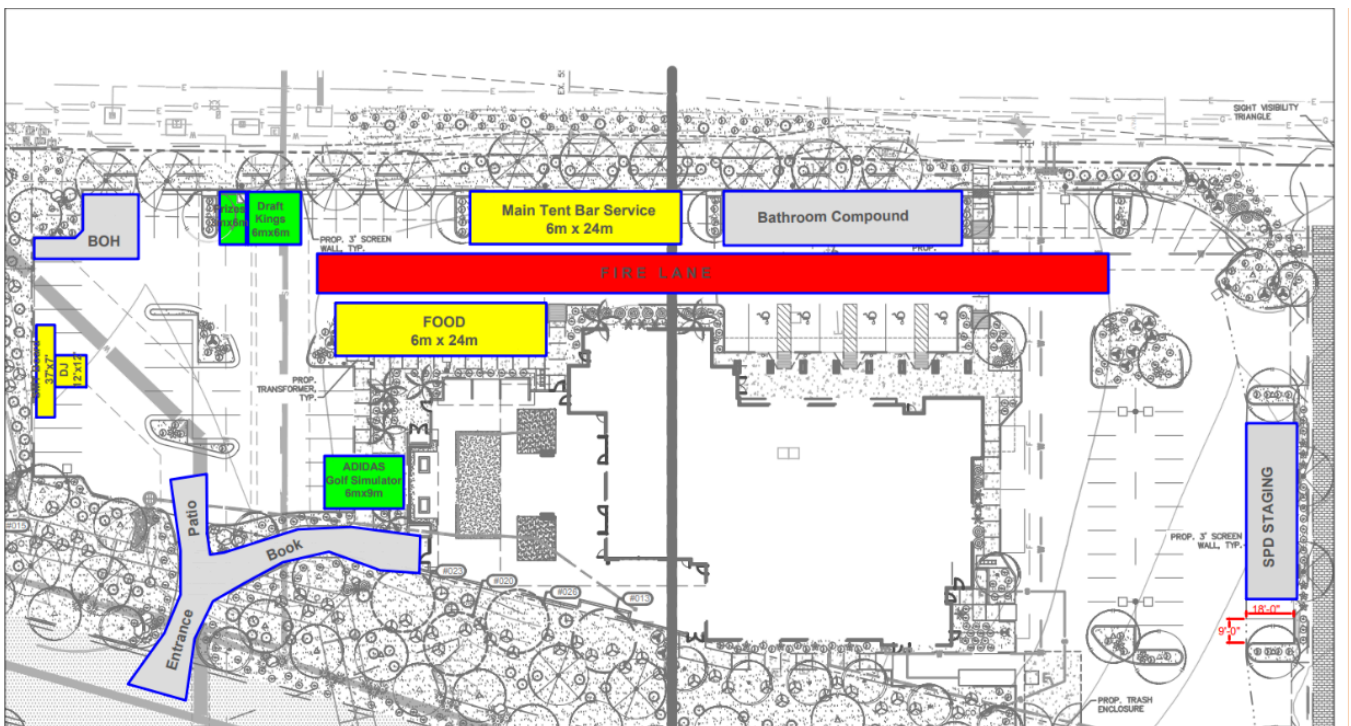
- Step 1: New/Existing user approaches BH Table
- Step 2: BH will either sign up customer or pass them off to activation lead
 - If a customer signs up they can deposit as it will not affect the profit boost which is based on the bet.
 - We can give out Hawaiian shirts for deposits here.
- Step 3: Activation lead explains instructions to the customer. Each person is given 3 attempts and they will be able to take the largest prize.
- Step 4: Holes are given a color (white, green, orange). Depending on which hole the ball is passed through, that will determine the prize. Activation lead will hand the customer a colored ticket for whichever hole they made.
- Step 5: Customer moves through to CX table and hands their colored ticket to the CX rep. CX rep will award the customer their profit boost based on the colored ticket.



DRESS CODE:

Would like to be as uniform as possible for the tournament and ensure that we are looking somewhat professional!

- Sportsbook
 - No hawaiian shirts
 - Prefer black DK shirt/black polo w/ DK pin
 - Pants for men should be khakis (**no jeans**)
 - Women can wear **neutral colored golf skirts or golf pants**
- Course
 - To help stand out, roaming ambassadors should wear **DK Hawaiian shirt** over their black DK shirt



Promo Code Split Per Day

- Roaming only - HERO1-10
- Sportsbook only - HERO11-20

Wednesday:

HERO1 / HERO11 - Andria Cassidy
HERO2 / HERO12 - Casey Alcorn
HERO3 / HERO13 - Kristin Perkins
HERO4 / HERO14 - Kelli Rost
HERO5 / HERO15 - Ali Steele
HERO6 / HERO16 - Tyler Murphy
HERO7 / HERO17 - Joel Enfinger
HERO8 / HERO18 - Meg Brock
HERO19 - Gabby East (SBK ONLY)

Thursday:

HERO1 / HERO11 - Andria Cassidy
HERO2 / HERO12 - Casey Alcorn
HERO3 / HERO13 - Kristin Perkins
HERO4 / HERO14 - Meg Brock
HERO5 / HERO15 - Torrance Nichols
HERO6 / HERO16 - Tyler Murphy
HERO7 / HERO17 - Joel Enfinger
HERO19 - Gabby East (SBK ONLY)

Friday:

HERO1 / HERO11 - Andria Cassidy
HERO2 / HERO12 - John Cascella
HERO3 / HERO13 - Kristin Perkins
HERO4 / HERO14 - Melissa Myers
HERO5 / HERO15 - Torrance Nichols
HERO6 / HERO16 - John Charles
HERO7 / HERO17 - Andrea Bates
HERO19 - Gabby East (SBK ONLY)

Saturday:

HERO1 / HERO11 - Andria Cassidy
HERO2 / HERO12 - Alex Donovan
HERO3 / HERO13 - Michael McCallum
HERO4 / HERO14 - Melissa Myers
HERO5 / HERO15 - Torrance Nichols
HERO6 / HERO16 - John Charles
HERO7 / HERO17 - Erica Norwood
HERO19 - Lindsey Burzumato (SBK ONLY)

Sunday:

HERO1 / HERO11 - Andria Cassidy
HERO2 / HERO12 - Alex Donovan
HERO3 / HERO13 - Casey Alcorn
HERO4 / HERO14 - Melissa Myers
HERO5 / HERO15 - Joel Enfinger
HERO6 / HERO16 - Meg Brock
HERO7 / HERO17 - Erica Norwood
HERO19 - Lindsey Burzumato (SBK ONLY)