

YOUR PROGRAM IN 4 STEPS

LEAGUE

1

HOW TO SET YOUR CUSTOMERS UP FOR LEAGUE



Easy to join and easy to play



Sell 3 Boosters



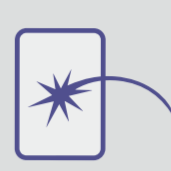
Players build their deck & play as much as they want



After 3 losses, they can buy and add another booster



Add a new Booster each week



After 10 matches, players get a promo

2

ENCOURAGE THEM TO PLAY WEEKLY IN YOUR STORE

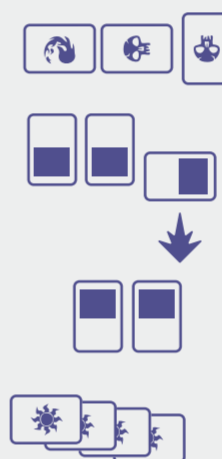
During Magic Open House, Prerelease & Draft Weekend

Promote your League!



Increase Booster purchase

To make it successful:



Encourage new players to join

Run League at anytime

3

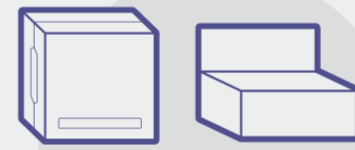
BENEFITS OF LEAGUE



Sell more Boosters



Immediate Benefit



Introduce players to other products



Long Term Benefit



Encourage player loyalty

4

WER TOOLS FOR LEAGUE



Player List Only 2+



Weekly Report



Launch League