



OUTLET

GEAR UP FOR ADVENTURE
EVENT GUIDE

INTRODUCTION

Each Store will host a Spring Event on Saturday, May 11, 2019. This event is aimed at mobilizing each individual community to come and shop at VF Outlet for a day of gearing up for summer's adventures and travel destinations. Stores will be asked to reach out to their community to create awareness and excitement around this event.

Please review this guide for full details to prepare and execute this event.

DETAILS

GEAR UP FOR ADVENTURE

Saturday, May 11, 2019 10AM-4PM

STUFF A BAG

First 25 people in the store will receive a Stuff a Bag.
Receive 25% off ALL merchandise you can fit in the bag.
Only 25 bags available at each VF Outlet location. While supplies last.

FASHION SHOW 2PM*

Showcasing our NEW Spring Arrivals.
*Stores also have the option to hold Informal Modeling during this time slot.

HELP CURE TYPE 1 DIABETES!

Donations will be accepted during the event to benefit the JDRF.

PHOTO BOOTH FUN!

Dress up and snap a photo!
Don't forget to share it with us by using #VFOCares
Customers that share their photo, will receive a FREE gift!
Show us your new outfits too!

LIVE DJ 10AM-4PM

Join us for great music, fun and chances to win in-store prizes every hour.
Prizes will vary by location.
Prizes will be in the form of gift cards, discounts and giveaways.

20% OFF YOUR ENTIRE PURCHASE FOR VIP MEMBERS

Coupon must be presented at time of purchase.

Note: Any additional activities that a store would like to run during the event must be submitted for approval. Please be sure to follow the Local Marketing event request process.

PRE-PROMOTIONAL MATERIALS

Stores will be responsible for pre-promoting this event throughout their community. You will have the best results by utilizing the local marketing strategies to spread the word about your event. The following Pre-Promotional Materials will be provided.

FLYERS

You will receive a supply of flyers to bag stuff starting April 13 through May 10. Additional Flyers may be distributed to your local Chamber, Mall Office, and local businesses. This flyer will include a 20% Off Entire Purchase coupon to be redeemed during the event. Reference the POS Section for redemption instructions.



(front)

(back)

Shipping from Consolidated. Please contact Jim Rothermel at 610-320-1282 if you do not receive by April 12.

PRESS RELEASE

A Press Release has been provided to utilize as a tool to reach out to the local newspapers, radio stations and any other media outlets available to create awareness and excitement throughout the community.

The Press Release is located on the Local Marketing page on Pocket.

Press Releases should be sent out to local media outlets no later than April 26. Stores will need to customize the City, State, Date and Location to your store specific information on the Press Release. This information is highlighted in red on the Press Release template, once customized, be sure to change the color to black.

Note: Please do not change the contact information found on the Press Release. This information is written this way so the marketing department can field and approve press inquiries.

MALL ADCASTER

If you are able, submit the following copy to be played on your Mall Adcaster:

Join VF Outlet Saturday, May 11 for our Gear Up for Adventure Event! The first 25 people in the store will receive a Stuff a Bag and receive 25% off all items you can fit into the bag! Hang around for a chance to win prizes and preview spring fashions at 2PM! During the event, help find a cure for Type 1 Diabetes with a donation to the JDRF and have some fun with props in our photo booth! The passport to savings runs from 10AM-4PM. The VF Outlet is located at [insert store directions here].

Note: Submit your copy to play April 13-May 11.

PRE-PROMOTIONAL MATERIALS (CONTINUED)

MALL WEBSITE

If you are able, be sure to post this promotion on your mall website! Please use the following copy:

VF Outlet

VIP Gear Up for Adventure Event

May 11, 2019 10AM-4PM

Help us support the JDRF, donations being accepted all day.

Live DJ, Fashion Show at 2PM and Photo Ops!

All VIP Members Receive 20% Off Your Entire Purchase with coupon.

Not a VIP, Not a Problem! Sign-up in-store to receive your discount.

All donations benefit the JDRF.

See store for details.

Note: The following stores will have the above added to their Mall Website by the Marketing Department: All Tanger Stores, All Mills Stores, All New England Development Stores, Crossville, Birmingham, Orlando 62, Lake Elsinore, Boise and Reading.

Note: Store having issues getting sale information added to your center's website should contact Jordan Klee with your Mall Management contact information.

EBLAST

An eblast will be sent to the entire database informing customers of the event. This eblast will include a coupon; reference the POS Section for redemption instruction.



DIGITAL

The event will be pre-promoted throughout all Digital platforms we currently utilize (vfoutlet.com, social media, mall websites, mall social media, etc.).

STUFF-A-BAG

At open of business on May 11, the first 25 people to enter the store will receive a Gear Up for Adventure Stuff -A-Bag. Customers will receive 25% off all items they can fit into the bag.

Print the Behind the Register Barcode and place at each register. This barcode is located on the Promotions page on Pocket.

It is important to scan this barcode to give the discount. We will be monitoring the use of this barcode by store.

Note: No other coupons may be redeemed with this discount, except for VIP Rewards.

Bags

Each store will receive a total of 25 bags. Position an associate at the door at open of business on May 11 to hand the first 25 people that enter the store their Stuff-A-Bag. The associate should explain to the customer that they will receive 25% off everything they can fit in the bag.

Note: Families are only eligible to receive 1 bag. Customers must be 18 years or older to participate.



Bags are shipping from the Reading Divisional Offices. Please contact Paige Gibson via email if you do not receive by May 3.

At checkout, each bag will need to be hole-punched in the top right corner. This will allow associates to know if the bag has been used or not to avoid multiple transactions.

FASHION SHOW/INFORMAL MODELING

Each store will have the option to hold either a Fashion Show or Informal Modeling during the event based on which type of show appeals to your store's customers. Stores should continue to utilize the 2PM time slot for either event. Direction has been provided below for each scenario.

MODELS

You will need to book 6 models total, you may utilize friends, family members, or store associates. The models should fit the below criteria.

2 Misses Models: Ages 35-50

2 Plus and/or Male Models: Ages 35-50

2 Juniors Models: Ages 16-25

FASHION SHOW/INFORMAL MODELING (CONTINUED)

FASHION SHOW RUNWAY

The runway should be positioned near the fitting room so that the models have an area to change and then walk directly onto the runway. Follow the information below.

From the Fitting Room Entrance, utilize a tape measure and measure a 48 foot runway. Place a marker on the floor at 24 feet and at 48 feet. The 48 foot mark will be the end of your runway.

Note: When marking your runway, use black electrical tape or masking tape. *Duct tape is not permitted.*

INFORMAL MODELING RUNWAY

The models will walk the main aisles of your store. Choose a path throughout your store that each model will follow for their entire walk.

OUTFITS

Before choosing outfits, gather all of the models size information (Tops, Bottom and Shoe Size). You will want to select new spring arrivals. Focus on the below categories in Mens and Ladies.

Lee Tops, Shorts and Capris
Wrangler Tops, Shorts and Capris
Riders Tops, Shorts and Capris
Dresses and Skirts
Fashion Tops

Note: Swimwear and Intimates items should **NOT** be used.

The order the models walk the store should be as follows, they will walk in pairs.

Missy 1 and Missy 2
Plus/Man 1 and Plus/Man 2
Junior 1 and Junior 2

In mid-April, Marketing will send photos of outfit options and ideas to help you assemble your product. The models will be walking in pairs, keep this in mind when selecting outfits as they will need to coordinate.

FASHION SHOW MODEL ORDER

The order the models walk the runway should be as follows:

1. Missy 1	10. Missy 2	19. Plus 1
2. Missy 2	11. Plus 1	20. Plus 2
3. Plus 1	12. Plus 2	21. Man 1
4. Plus 2	13. Man 1	22. Man 2
5. Man 1	14. Man 2	23. Junior 1
6. Man 2	15. Junior 1	24. Junior 2
7. Junior 1	16. Junior 2	25. Missy 1
8. Junior 2	17. Missy 1	
9. Missy 1	18. Missy 2	

Each model will need 3 outfits total for the show; Missy 1 will have 4 outfits. Once Missy 1 is dressed in Outfit 4, Missy 1 will lead the remaining models in outfit 3, marking the end of the show. In mid-April, Marketing will send photos of outfit options and ideas to help you assemble your product. Once all looks are finalized, lay each individual outfit flat on the floor and take a clean/clear photo. You will want to print 2 copies of all photos.

1. Create a binder with all outfits in order to follow the model walk list.
2. Give each model a copy of their individual outfits, numbered, in the order they will wear them. They should keep this in their fitting room area to quickly change into the next outfit.

FASHION SHOW/INFORMAL MODELING (CONTINUED)

INFORMAL MODEL SIGNS

Each model will carry a sign with them that include details of the outfit and price. These signs will be double sided to feature both outfits each model will be wearing. After the outfits are finalized, you will need to utilize the model sign template on the **Promotions** page to document the outfit details and price. Print a template for each model and each outfit and tape it to the designated area on the model sign as shown below.



Model Sign

Model Sign with Template

Model signs are shipping from Sharpe Images Please contact Jim Rothermel via email if you do not receive by April 26.

Note: Be sure the model has the correct side of the sign featured as they walk. Meaning if they are wearing outfit 1 you want the sign speaking to outfit 1 facing the customer.

FASHION SHOW

There are some specific details to follow to run a successful show.

1. Each model will need to take 35 seconds to walk the runway, stopping for 5 seconds to show off her outfit at the 24 foot mark and at the 48 foot mark.
 - a. These stops will only take place along the walk out.
2. Following her 5 second stop at the 48 foot mark, she will walk straight back to the dressing room without stopping.
 - a. The next model will begin her walk immediately after the model in front of her turns, at the 48 foot mark, to begin her walk back.
3. Work with your DJ.
 - a. Have the DJ direct the customers' attention to the runway at 2PM.
 - b. Instruct the DJ to play fun up-beat music during the 15 minute show.

Other important details are as follows:

- It is important to remind your models to walk slowly, hitting the 35 second target.
- There should be one associate assigned to running the fashion show from back stage. This associate should stand at the runway entrance making sure all models are in the correct order, ready, styled and prepared to walk. They should also run a stop watch to make sure the show stays with the 15 minute time frame.
- There should be a constant flow of models on the runway without any breaks.
- To start the show, have every model dressed in their first outfit and line them up in order.
- Model one should enter the runway at the determined music cue.
- The Fitting Room will be closed to customers during the 15 minutes of the show.

FASHION SHOW/INFORMAL MODELING (CONTINUED)

FASHION SHOW (CONTINUED)

The show should flow as follows:

- | | | |
|-----------------------|---------------------------------------|--|
| 1. Missy 1: Outfit 1 | 11. Plus 1: Outfit 2 | 21. Man 1: Outfit 3 Stays in outfit |
| 2. Missy 2: Outfit 1 | 12. Plus 2: Outfit 2 | 22. Man 2: Outfit 3 Stays in outfit |
| 3. Plus 1: Outfit 1 | 13. Man 1: Outfit 2 | 23. Junior 1: Outfit 3 Stays in outfit |
| 4. Plus 2: Outfit 1 | 14. Man 2: Outfit 2 | 24. Junior 2: Outfit 3 Stays in outfit |
| 5. Man 1: Outfit 1 | 15. Junior 1: Outfit 2 | 25. Missy 1: Outfit 4 Stays in outfit |
| 6. Man 2: Outfit 1 | 16. Junior 2: Outfit 2 | 26. ALL: After Missy 1's final walk she will |
| 7. Junior 1: Outfit 1 | 17. Missy 1: Outfit 3 | return to the fitting room where everyone is |
| 8. Junior 2: Outfit 1 | 18. Missy 2: Outfit 3 Stays in outfit | lined up in order. She will line up in the front |
| 9. Missy 1: Outfit 2 | 19. Plus 1: Outfit 3 Stays in outfit | of the line and lead everyone out for a final |
| 10. Missy 2: Outfit 2 | 20. Plus 2: Outfit 3 Stays in outfit | walk. This walk will NOT include any stops. |

Before show night, you will want to have a dress rehearsal. When you schedule dress rehearsal will be up to your store. We recommend doing so the night before or the morning of the show.

1. Establish a dressing room for each model and place all of their outfits in the room along with the outfit photos.
2. Have each model try on each of their outfits. This is the opportunity to switch out sizes if needed.
3. Run through the entire show 2 times.
4. Following rehearsal hold a quick huddle and review the following:
 - a. Call time: Make sure everyone knows when to report for the show. We recommend everyone is there by 1:30PM for a 2:00PM start time.
 - b. Hair/Make-up: Make sure each model comes hair and make-up ready.
 - c. Outfits: When they arrive have them get into their first outfit, ready for the show.

INFORMAL MODELING SHOW

There are some important details to follow.

1. All models will be on the sales floor at the same time.
 - a. The models will always walk in pairs as listed above.
 - b. The models will continue walking until the 30-min timeframe has expired.
2. Remind the models to walk slowly to showcase their outfits.
 - a. The models will start at different times, but they will all walk the same path evenly spaced.
 - b. Be sure they are holding the signs in a way that their outfits are not being blocked.
 - c. Allow the models to stop and answer any question about their outfits and help guide the customer to where the product is located.
3. Have 1 associate available to coordinate the show.
 - a. The associate will be responsible to make sure all models are in the correct outfits with the correct sign.
 - b. They are released at the top of the hour and end at 30 minutes after. See below schedule.
4. Work with your DJ.
 - a. Have the DJ direct the customers' attention to your models at the beginning of each hour.
 - b. Instruct the DJ to play fun up-beat music during the 30 minutes of each show.

FASHION SHOW/INFORMAL MODELING (CONTINUED)

INFORMAL MODELING SCHEDULE

Be sure to follow the below schedule:

2PM-2:30PM	All models in outfit 1
3PM-3:30PM	All models in outfit 2

A dress rehearsal is not required for this type of show. You will need to do the following in order to ensure an organized show.

1. Establish a dressing area for each model and place all of their outfits in the room along with their model sign.
2. Contact you models before the show.
 - a. Call time: Make sure everyone knows when to report for the show. We recommend everyone is there by 8:30AM.
 - b. Hair/Make-up: Make sure each model comes hair and make-up ready.
 - c. Outfits: When they arrive have them try on each outfit. This is your opportunity to switch out any sizes. Each model should then put on outfit 1 and be ready for the show by 2PM.
3. Explain the show to the models and walk them through your runway.

NOTE: IT IS IMPORTANT THAT ALL ASSOCIATES KNOW WHERE ALL OUTFITS FEATURED IN THE SHOW ARE PLACED ON THE SALES FLOOR TO EASILY ASSIST AN INTERESTED CUSTOMER.

DJ

All stores are required to hire a DJ for the duration of this event 10AM-4PM. Each DJ hired will be required to play music throughout the event, conduct in-store contests and promote VF Outlet. The DJ should be positioned at the front of the store. Please see below for details.

HIRING

Each store is allotted \$250 to hire a DJ from 10AM-4PM. The \$250 will come out of your store's local marketing budget, anything over this amount will be paid for by Marketing. Stores that are unable to hire a DJ for under \$450 will need to contact Paige Gibson via email before hiring.

Note: All stores are required to hold the event from 10AM-4PM as advertised, however, stores may run their event longer if DJ cost allows.

PAYMENT

Stores will be able to pay their DJ through their Concur card. The DJ must be able to accept credit card, PayPal or Venmo payments. Once stores have decided on a DJ, they should request an invoice that includes the business address of the DJ. Invoices can be sent to Paige Gibson, at paige.gibson@kontoorbrands.com for Marketing reference should a problem or issue occur.

Once the invoice has been sent/approved from Marketing, the credit card payment may be fulfilled. A member of store leadership and the DJ should sign the Contractual Agreement form found on the Promotions page. This document verifies the event date and time the DJ has been paid for. Once this charge hits your Concur card, the expense should be submitted to the 'VFO-Marketing-Miscellaneous' bucket.

ANNOUNCEMENTS

Each DJ will be provided with a list of trivia questions and games for the event. Print the Trivia/Game Document found on the Promotions page on Pocket and provide it to your DJ before the event. The DJ should ask a trivia question or play a game immediately at the top of the hour. The winner will receive a prize.

All stores are required to giveaway 6 prizes, any additional prizes will be up to the store. Prizes will be as follows:

(3) \$10 VF Outlet Gift Cards

(3) 15% Off Entire Purchase Coupons

Other- stores are encouraged to gather other prizes as needed.

Example: Donations from vendors that attend your event.

Gift Card, product or gift baskets from local businesses.

Three \$10 gift cards should be activated in store. Once the gift cards are activated, the serial numbers should be submitted to Paige Gibson for tracking purposes.

Note: The DJ may have their own games, these are allowed if they are family friendly. This is especially encouraged if you have additional prizes to giveaway.

Note: Coupons will be shipping from Reading Divisional Offices. Please contact Paige Gibson via email if you do not receive by May 3.

PHOTO OPS.

During the entire event, we will host Photo Opportunities. Stores will setup a photo booth area in the Juniors Department, and will utilize the Juniors Platform Banner to create the area. Remove the Juniors Mannequins from the platform and utilize them within the department, where space allows, during the event. **One associate should be assigned to the photo booth throughout the entire event.**

PHOTO BACKDROP BANNER

You will receive a Backdrop Banner to utilize at your photo booth. Remove the current Juniors Platform Banner and store it in a safe location during the event. Display the Photo Booth Backdrop Banner utilizing the display poles on the platform.



Shipping from Sharpe Images. Please contact Jim Rothermel at via email if you do not receive by April 26.

ADDITIONAL MARKETING MATERIALS

EVENT POSTER

You will receive an Event 22x28 poster to be displayed on the back of your free standing 22x28 frame. This frame should be placed at the entrance of your store.



Shipping from Sharpe Images. Please contact Jim Rothermel via email if you do not receive by April 26.

EMPLOYEE DRESS CODE

TRAVEL DESTINATION GEAR

On event day, all employees are encouraged to wear travel gear to work for the day to keep in theme with the event. When selecting an outfit, try to mix Lee and Wrangler product into the theme.

Note: Employees are not permitted to wear swimwear during the event.

EMPLOYEE CONTEST

To make your event successful, store associates must be excited about the event!

The following contest categories have been created for this event:

- Best Themed Outfit
- Most Charitable Donations for JDRF
- Most VIP Sign-ups

Submissions for 'Best Themed Outfit' will be accepted through a task in ThinkTime, which will be assigned prior to the event.

The stores awarded in each category will receive extra funds (\$200) for their Culture Club!

POS INSTRUCTIONS

On May 11, we will be honoring 2 discounts. The Stuff-A-Bag 25% Off purchase discount and the 20% Off VIP purchase discount. Please see below.

Note: Employee and Mall Employee discounts may not be added on top of either event discount. Coupons may not be accepted on top of either event discount, except for VIP Rewards.

STUFF-A-BAG

The first 25 people in the store will receive a Stuff-A-Bag and receive 25% off all merchandise they can fit into the bag. **It is EXTREMELY IMPORTANT to scan the behind the register barcode for this event as we will be tracking by store.**

If the customer is checking-out with a Stuff-A-Bag, please follow the below steps.

STEPS

1. Greet the customer as instructed in the VIP Rewards Guide.
2. Ring up the transaction as normal.
3. Scan the 25% Off Entire Purchase Stuff-A-Bag Behind the Register Barcode.
4. The 25% discount will be taken off the entire purchase. **Hole-Punch a hole into the top right corner of the bag to avoid duplicate transactions.**
5. Continue the transaction as normal.
6. Ask the customer if they would like to make a donation to support JDRF, the Juvenile Diabetes Research Foundation?

- i. If the customer agrees:

Scan the Charitable Contribution Barcode.

The Charitable Contribution will appear in the transaction with a \$1.00 donation.

The barcode may be scanned more than one time, in the event that a customer would like to donate more than one dollar.

Continue to proceed with the transaction as you normally would. Discounts/Coupons will not be applied to this item.

- ii. If the customer asks where the donation will be going:

Associate: All donations will benefit the JDRF to help end Type 1 Diabetes.

- iii. If the customer does not wish to make a donation or indicates a reluctance or unwillingness, simply continue to proceed with the transaction as you normally would.

Note: If a customer would like to make a donation without making a purchase begin following the POS Instructions at step 6.

CONTACT INFORMATION

Please contact Paige Gibson at paige.gibson@kontoorbrands.com with any questions regarding the Gear Up for Adventure Event Guide. If any POS issues should occur throughout the evening, please contact Reading MIS at 1-800-647-7431.