

THE ULTIMATE

HOMETOWN MULLET

PARTY GUIDE



HOW TO ROCK YOUR LOCAL EVENT,
BOOST VOTES, AND RALLY YOUR COMMUNITY!

GET LOUD! GET VOTES!

HERE ARE SOME TIPS AND TRICKS TO HELP

1 WINNING MINDSET YOU'RE RUNNING A CAMPAIGN

Think of yourself as a hometown hero on a mission to win hearts (and votes). This isn't just about showing off your mullet—it's about building a tribe, making an impression, and getting people invested in your story.

KEY TAKEAWAY

Your success will come down to how well you turn attendees into advocates. This guide shows you how.



2 EVENT STRATEGY HOW TO MAKE YOUR LOCAL EVENT A VOTE MAGNET

CHOOSE THE RIGHT VENUE:

- Pick a place that already draws a crowd (local bar, VFW, fair, festival, or sports event).
- Partner with a venue that loves supporting locals—they might promote it on their social too!

TIMING IS EVERYTHING

- Host during peak hours when foot traffic is high (e.g., Friday night happy hour or during a big game).
- Bonus: Tie into an existing event like a car show or live band night.

BUILD AN EXPERIENCE, NOT JUST A TABLE:

- Think visual: Your banner, poster, and materials should create a mini “mullet zone.”
- Add personal touches: photo collage of your mullet journey, past contest photos, or hometown pride elements (local sports team colors, etc.).



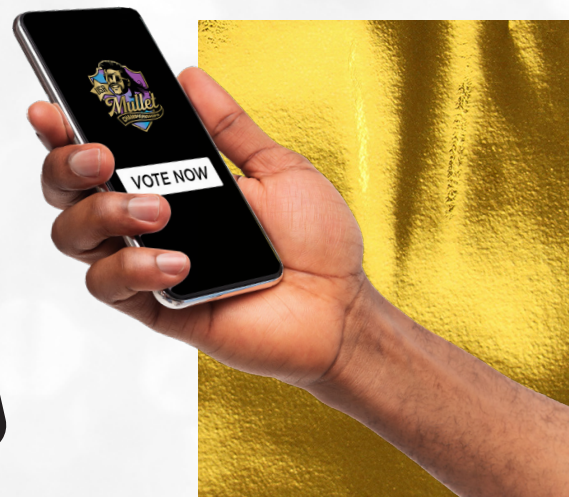
3 HOW TO DRIVE TRAFFIC TO YOUR MULLET CHAMP BIO THROUGH YOUR QR CODE

CONVERSION TACTICS:

- **Visible QR Code Everywhere:** Your QR code should be on social media, youtube, banners, posters, cards, and even wearable (custom tee or hat).
- **Scripts that Work:** “Hey, mind voting for me in the Mullet Championships? It’s one click and helps me represent [Town Name] on a national stage!”

INTERACTIVE ELEMENT:

- Raffle entry for everyone who votes (could be a \$20 gift card to the venue or merch like a Mullet Champ hat).
- Live tally board—show your vote count progress throughout all your live events & social platforms.



4 AMPLIFY THE MOMENTUM

SOCIAL LAYER:

- Set up a photo booth or selfie station branded with your mullet materials.
- Go live on social during the event—ask your community to support your mission! Interview attendees, show them voting on the spot, tag @mulletchampusa.
- Don't forget to collect emails and social media handles!

LOCAL MEDIA HACK:

- Invite your local newspaper, radio station, or community Facebook page to cover your event and highlight your participation in the contest.

LEVERAGE INFLUENCERS (MICRO COUNTS!):

- Ask local community figures (bartenders, small business owners, teachers, etc.) to help share your voting link.



5 COMMUNITY GIVEBACK ANGLE



- Mention how the contest supports JAH4WW in your pitch.
- 100% of the donations benefit injured U.S. veterans through www.JAH4WW.com. Providing mortgage-free home to our deserving heroes
- **"We're not just growing mullets; we're growing support for Jared Allen's Homes for Wounded Warriors. Every vote helps!"**
- People are more likely to vote or donate when they feel part of something bigger than a contest.

Every Dollar Makes a Difference!

Want to make a big impact? Start by hitting your first \$500—it's easier than you think. That's just 25 friends giving \$20 each... or 50 giving \$10.

But don't stop there. The more we raise, the more we can do for our heroes at Jared Allen's Homes for Wounded Warriors. Keep the mullet magic rolling—let's blow past those goals and party with purpose!



WWW.JAH4WW.COM
@JAH4WW #JAH4WW

6 AFTER THE EVENT

KEEP THE BUZZ ALIVE

- Send a thank-you email or social post tagging the venue, attendees, and friends who helped.
- Share photos and voting stats ("We hit 150+ votes last night—thank you [Town Name]! Let's keep it going!")
- Remember to send reminder emails, DM's, and re-post the voting deadlines to everyone you can.



FINAL PRO TIPS

STAY APPROACHABLE

- This is about building real connections, not a hard sell.

ENERGY MATTERS

- The more you engage authentically, the more your hometown will rally behind you.

CONSISTENCY WINS

- Do multiple events or smaller pop-ups (farmer's markets, school functions, etc.).
- Circle back to your local coffee shops, hardware stores, etc. and replenish your flyers and posters. Follow up so everyone knows your serious about winning and helping raise for a good cause.

Don't forget to tell your friends and family that their votes are free. You'll want as many votes as possible to increase your chances of winning Mullet Champ USA 2025

