

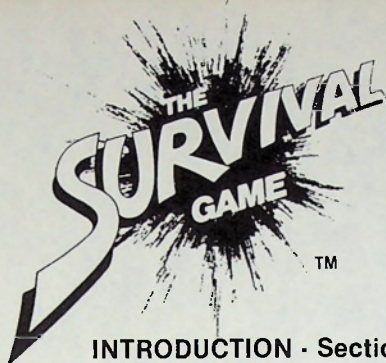


**THE  
SURVIVAL  
GAME**

TM

***National  
Survival Game***

***OPERATIONS  
AND MARKETING  
MANUAL***



<b>INTRODUCTION - Section 1</b>	
I'm a new dealer - what's next? .....	1-2
<b>FIELD OPERATION - Section 2</b>	
The Playing Field .....	2-1
The Shooting Range .....	2-1
Registration .....	2-3
Equipment Storage .....	2-5
Collecting Equipment & Equipment Maintenance .....	2-5
Equipment Inventory .....	2-6
<b>BEHIND - THE - SCENES - Section 3</b>	
Parking .....	3-1
Restrooms .....	3-1
Food & Beverages .....	3-1
Personnel .....	3-2
Telephone Service .....	3-2
Garbage & Cleanup .....	3-3
<b>THE PLAYERS &amp; THE GAME - Section 4</b>	
Maps & Orientation .....	4-1
Organizing Players .....	4-1
Starting & Ending Games .....	4-2
Judging By The Rules .....	4-2
Active Judging .....	4-3
Disputes & Complaints .....	4-4
Individual vs. Team Games .....	4-4
Variations .....	4-5
<b>HOSTING SANCTIONED GAMES - Section 5</b>	
Pre-Game Planning .....	5-1
Support Services .....	5-1
Game Operations .....	5-4
<b>SAFETY - Section 6</b>	
Introduction .....	6-1
Injuries & Emergency Equipment .....	6-2
Goggles & Headgear .....	6-2
<b>THE MARKETING OF YOUR GAME - Section 7</b>	
Special Deals/Coupons .....	7-1
The Survival Game Association .....	7-1
Promotions & Advertising .....	7-1
Media Audit .....	7-3
Game and Price Set up .....	7-5
Why Sell Guns? .....	7-7
Reservations and Deposits .....	7-7
Running Your Survival Game Office .....	7-8

# Introduction

The National Survival Game Manual is a working guide for Dealers and their staff. If you adhere closely to the information and suggestions that follow, we feel your chances of developing a successful business are greatly enhanced. The authors have called upon thousands of hours spent in the playing field as well as in conversation with dealers from across the United States and Canada. Out of these collective experiences comes this "HOW TO" manual.

You will realize as you go through the manual, not every suggestion is appropriate for your field. We are a diverse land and a diverse people. What holds true for a suburb of New York is not necessarily true for the rural areas of Colorado or Mississippi. We are not a cookie cutter franchise operation. This manual is not a one, two or three inflexible, non-thinking, guaranteed success recipe. More importantly, it is based on various success stories and some not so successful.

We strongly suggest that both new dealers and old, read this publication from cover to cover. A great deal of experimentation and trial and error went into the National Survival Game before this manual was ever conceived.

This second edition has been set-up with wide margins so that you can make your notes and observations as you go along.

Many of you are now or will be running in the near future a rather intensive business, with a number of staff people. We strongly suggest that they read the whole manual and that they share their input. Together we will continue to make the Survival Game an even more exciting sport, played by more and more people every day.

National Survival Game Staff  
New London, New Hampshire

© 1981 NATIONAL SURVIVAL GAME, INC.  
ALL RIGHTS RESERVED

**CONFIDENTIAL MATERIAL**  
**no use shall be made**  
**of this material without**  
**the written consent of**  
**National Survival Game, Inc.**

# I'm a New Dealer!

Your contract has been signed and you're now a bonafide National Survival Game Dealer. "So what do I do now?," you ask yourself. Like any large undertaking your business must include a plan of execution and first on the list is a pre-game plan. What follows are the steps you should take before you even go near your playing field.

1. Make sure a copy of your contract is deposited in a safe place. It would be wise to take it out after a few months have passed and re-read it again.
2. Check your initial order as it begins to arrive, make sure you have received all of the equipment and supplies as listed on the packing list.
3. Have your phone installed and listed with information both under your dealership name and The Survival Game (TM) if possible.

When your SplatMaster pistols arrive, unpack and inspect them, and load each one with a CO<sub>2</sub> cartridge. Take them out to a safe shooting area and load each gun with two pellets. In succession, shoot both pellets from each gun. If any of the pistols malfunction, put it aside and finish firing all of the others. When complete, remove the CO<sub>2</sub> by gently allowing the remaining gas to escape. Problem pistols should now be addressed. Please consult your service manual and find the trouble-shooting section. If you are unable to find the problem call our Customer Service Department at the Survival Game in New Hampshire. They will be able to help you or authorize a return.

Once all of your pistols are squared away, we suggest you number them and a corresponding holster. This then represents a kit and allows you a way of keeping track of this vital and costly piece of equipment. **Warning:** always have at least **two** spare pistols for each gathering. You can't take 30 minutes to repair a gun when 60 people are waiting to play a game. Prior to your first game someone from your operation should have completely disassembled and reassembled a few pistols. LEARN THE PISTOL COMPLETELY.

4. Next check your goggles. From the point of safety this piece of equipment is the single most important. These goggles are produced to withstand a great deal of punishment. Make sure you have enough goggles for players, judges, and any spectators who you might have visiting.
5. Check all pellet shipments for broken tubes and/or ruptured capsules.
6. Count the number of arm bands and the colors that they are.
7. Have you ordered enough surveyor's tape for setting up your field?
8. Check the number of CO<sub>2</sub>'s you've received. Nothing can be more exasperating than running out of pellets or CO<sub>2</sub> when players want to purchase more.
9. You should have on hand camo kits, T-shirts, bumper stickers, etc., for those players wanting to purchase these items.

O.K., now you've examined your equipment and everything has been checked out, numbered, and sorted. **ARE YOU READY TO GO? NO!** All of your orderly work can be made a shambles by 50-100 anxious players all reaching for the guns while you're trying to collect money, sign release

forms, and keep an eye on those weird looking guys dressed in camo.

10. In order to avoid much of this confusion you must design a Registration Station. You may use the back of a van, station wagon or pick-up truck or better yet build a small hut. A hut will not only protect your registration area from wind and rain but will also enhance your entire operation by making it more substantial. Nevertheless, set up a large table and display a map of the playing area here.
11. Whether you store your equipment in a van or in boxes on the ground behind the table, it is extremely important that you do not allow curious hands to get near them. Your extra pellet bin is a prime target as is the CO<sub>2</sub>. The best registration stations are corded off.
12. When a player signs the release and pays his admission fee, give him a complete kit. The kit should either be in a paper shopping bag or a cloth bag that you have constructed. It should include a pistol, holster, CO<sub>2</sub>, pellets, arm band and goggles. The kit should be numbered and that number should be recorded on the player's release sheet. This will allow you to check the equipment back in at the end of the day in a most expeditious manner, especially if you provide a numbered slotted rack with space for each kit.
13. Each field shall be prepared for any medical emergencies. You can do this by making sure your auto is free to leave at any minute and having the number of the local police and ambulance ready for yourself and all of your employees. Best of all is a First Aid Kit and somebody on your staff who has completed Emergency Medical Training.
14. Food and drink are necessary conveniences which can also generate a profit. You may limit this or expand it as you choose. However, be prepared for whatever you undertake-plenty of drinks and ice, especially on hot, humid days.
15. Trash containers should be purchased beforehand. Plastic garbage bags by themselves are not adequate. Label whatever container you choose - "GARBAGE."
16. You will need a number of signs and a map of the playing area posted in order to run an efficient game. They will include: parking, rest-rooms, garbage, shooting range and others where they are applicable. These signs will be used week after week, so we recommend that you make them permanent. They should be big enough to read from a distance of at least 50 feet.
17. The subject of **alcoholic beverages** comes up frequently. Remember, without a license it is illegal to sell alcohol! We are the last people in the world to deny somebody a cold beer after a game, unfortunately, alcohol and the Survival Game don't always mix. As one dealer said, "I'm in business, and don't need 50 guys sitting around drinking beer while I'm trying to move them out so another 50 people can play." **NO ALCOHOL AT THE FIELD IS THE RULE.**
18. The **Shooting Range** is the area most players will head to as soon as they receive their equipment. You must have at least one person at the shooting range who can control players. If ever an accident was looking for a place to happen it is the shooting range. Before allowing your first group to the field, your range should be set-up, corded off, targets in place and the rules posted. We recommend that the

range be at least 75' long and 50' wide and that targets be pinned to the target boards. Plywood sheets (4' x 8') work best here. We've seen all kinds of targets used from the old bull's-eyes to pictures of Burt and Clint. Your rules should include, but by no means should be limited to:

A. Wait, with your guns in their holsters for the Range Officer's instructions.

B. All shooting other than during actual game play must be done on the shooting range.

C. Goggles must be worn at the shooting range regardless of whether you are shooting or observing.

D. Direct all shots at the TARGETS.

Post these at the shooting range and ask your instructors to point them out as the players arrive. More on the Shooting Range can be found on page 2-1.

19. Horns, bells or walkie-talkies are the best way to signal the start and finish of your games. Using a real weapon fired harmlessly into the air is absolutely forbidden! Do not allow anyone, including yourself, to bring any real weapons to your field. We favor walkie-talkies as they allow communication between the field judges at all times.
20. Before setting up your field give it some thought. Purchase a topographic map of the area and walk over the terrain a couple of times. Then put up your boundaries and draw maps to be xeroxed for future players. When thinking about your field, take into account the numbers of players, the terrain, wet areas, etc.
21. Employees are extremely important to the whole operation. Invite them in on your pre-game plan. Ask them to read this manual and make suggestions. Use your best help for the hard jobs and ask their advice.
22. Restrooms may be required at your field by the local zoning board. However, if they are not, we encourage you to provide them if the number of players at your field is greater than a couple of dozen per week.
23. Have a post-game plan even before you have your first game. Arrange a meeting of your staff to go over problem areas. Assign somebody to police the grounds for litter. Be sure to have somebody assigned to gun cleaning and maintenance either after the game or during the next morning.

Much of what you've just read will be reiterated and expanded upon later in this manual. Don't let any of it throw you, as most of it is common sense and will become second nature to you after a few trials.

## Field Operation

In order to reach the field in the first place, signs must be erected and placed in appropriate places so players can find their way to your place of business.

The overall operation of a field is much more than just a playing area. It is a parking place, shooting range, rest area, gathering place and a registration area. It might even include a snack bar and Survival Game store of sorts. When you begin your design layout, remember to include those areas and to leave enough room for them. (See fig. 1)

### The Playing Field

Choosing and laying out your playing field(s) is extremely important. There are any number of variables which must be taken into account. For example, will your field be in the rugged Northwest with its moss covered ravines and devil's club undergrowth or will it be in the Southwestern desert area with lots of sagebrush and rock and cactus? Do you have hundreds of acres which will allow you to rotate your fields and boundaries or do you have a lease on the last large tract (30 acres) of land south of Big City, USA? Whatever you have available to you is obviously the land you are going to use. Some forethought will, however, reflect on the success of your operation. The following guidelines and idealized sketch represent a good field.

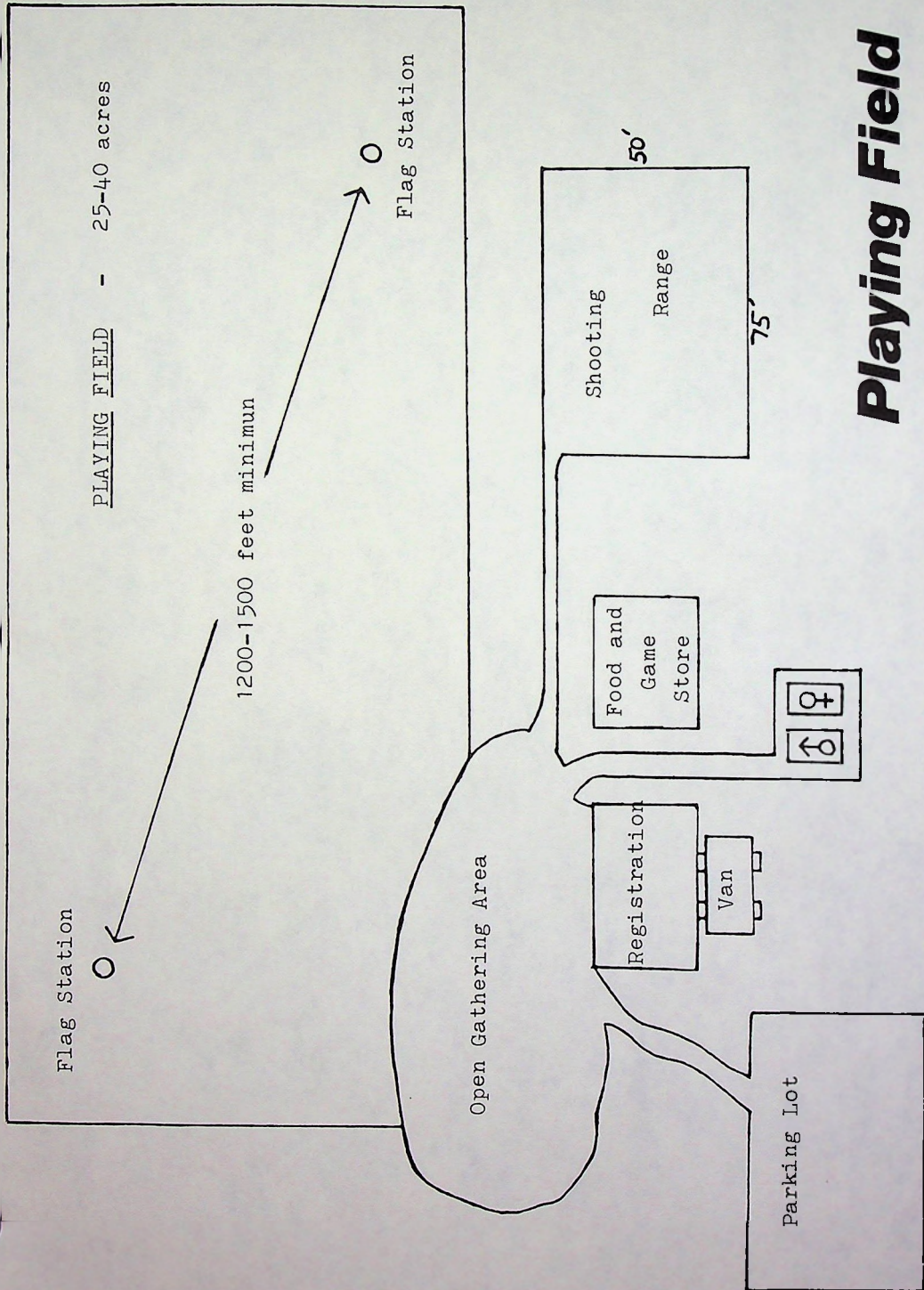
A field should be:

- A. At least 20 acres in size, the one exception is where you have extremely dense cover and in this case a 12 to 15 acre field might suffice.
- B. It should have its flag stations separated by 1200-1500 feet and the stations should be set-back at least 100 feet from the boundary.
- C. The field must have clearly defined boundaries; even where a stream or logging road exists, you must use surveyor's tape. Check tape periodically as it breaks during wind storms and from objects falling on it.
- D. Any dangerous areas, such as abandoned wells, rock cliffs, etc., must be clearly marked and pointed out before each game.
- E. Fields that are continually used must be clean. Encourage players to pick-up any empty tubes or CO<sub>2</sub> capsules and return them to trash cans. An incentive program may help in your endeavor to keep the field clean.

### Shooting Range

There are any number of dictators loose in the world, but none are more benevolent than that dictator of the shooting area, THE RANGE INSTRUCTOR. Remember what we said about Survival Game Players becoming instant 10 year olds. In no area is this more evident than on the shooting range. Before passing judgment too hastily, think back to that time not so very long ago when you hefted your first Survival Game Pistol. (See Fig. 1) You couldn't wait to try it out and neither will your players.

Rule number one and number one always: Goggles must be worn while at the shooting range and on the playing field.



# Playing Field Set-Up

Figure 1



The Range Officer, who during play should be the Ultimate Judge, is the Conductor of the Game - The boss.

He will advise each player as they enter the shooting range to first put on their goggles. He will then give instructions on how to load the gun. He will then instruct the player(s) to return the pistol to their holster and only then will he allow individuals and groups to advance to the firing line.

After they have fired their pistols they will be instructed to return them to the holster and to leave them there until they are at their pre-game session located at their prospective flag stations.

Persons found with pistols outside their holsters off the shooting range, should be given one warning, after that they should be politely asked to leave.

The shooting range itself should be located at least 100 ft. from the registration area and should be a minimum of 50' wide and 75' long. Target boards should again be 4' x 8' sheets of plywood. You may want to change the target boards periodically as they reach their useful life. The entire shooting range should be roped off and your Range Instructor should have a small table to work from.

### Registration Area

This is the area where you must above all, keep calm and speak firmly. Ask players to line up (two lines are better than one) so that you may get them registered and hand out the equipment to play with.

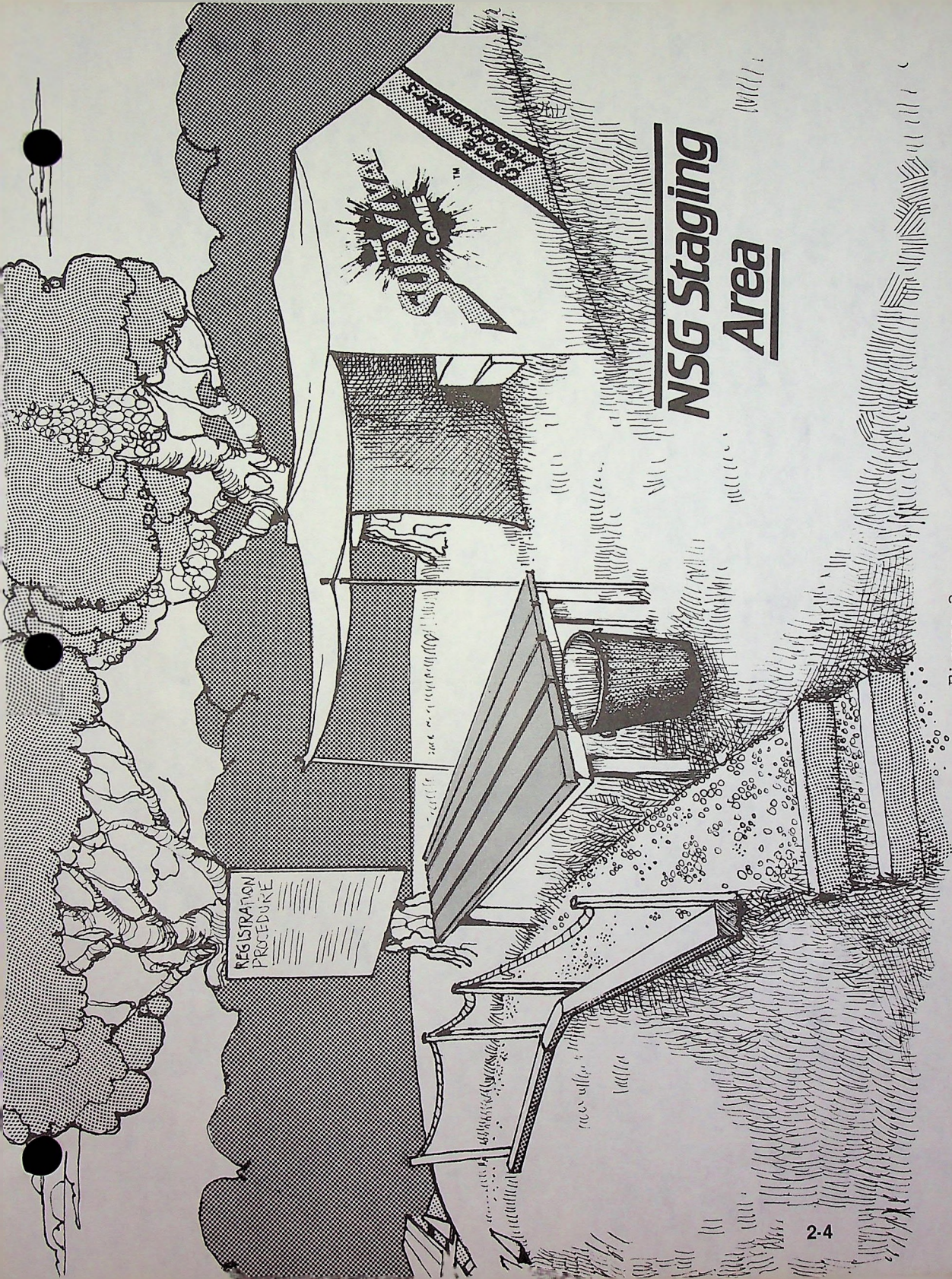
The most effective registration areas are those that are contained under a hut or shelter of some sort and are corded off, so that anybody within its area is there to do business and not just standing around shooting the bull.

The physical components of the registration area include a large sturdy table. Store your kits and extra equipment in boxes either behind the tables in your hut or in a vehicle parked behind you. Cording off this area and the front of the table as illustrated is the most efficient way of setting up the area. Again use a sign to announce that this is the Registration Area. (See Fig. 2).

Besides your kits and equipment you will need one or two staff members that are capable of seeing to it that each player signs a release form with the kit number assigned to that player, and is directed to the shooting range. Additionally, this staff member should be able to show the players how to operate the pistol, answer game questions, and be able to repair the pistol.

Have on hand enough cash of proper denominations to make change. One of your staff members should be in charge of the cash box at all times! **At no** time should the registration area be unattended. As players are eliminated or are finished for the day, they should be instructed to return their kits to the registration area. When the kits are returned, a responsible staff member must take the time to account for each item and inspect **each** pistol for excessive abuse or missing parts, even if it means making players wait an extra minute. Pistols are mighty expensive items to lose.

Your registration area should open promptly as per scheduled time and the first game should start no later than 45 minutes after that scheduled time. People come to play, not to stand around and that, by the way, is our second most common complaint. Additionally, you cannot start daily operation if you are not ready! Dealer and staff should arrive at the playing field



# NSG Staging Area

Figure 2

at least one hour before registration. The field should be set-up and ready to accept customers in an un-hurried and efficient manner **before** the first customer arrives! It's better to have your staff ready and waiting, than having them rushing, unprepared, trying to finish prep while customers wait.

### Equipment Storage

Some professional craftsmen are not exactly known for their tidiness. One carpenter comes to mind. This fellow has a driveway that can only be described as the D.M.Z., the inside of his home looks like a rat's nest and the yard appears to be a stage for a perpetual tag sale. Yet when it comes to his equipment, the tools of his trade, you'd think the man was a research fellow at a great university. Everything is neat, orderly, and in perfect working condition. His tools and his work are beautiful to behold.

Unlike the above-mentioned carpenter, you have only a relatively few types of equipment to maintain. However, these tools are just as important to your business as his are to the carpentry trade.

Since your business is a long term venture, it would behoove you to build yourself or buy a number of portable storage boxes or receptacles. These can be simple boxes or as complicated as hinged wooden boxes with handles and locks. What you use is your choice, however, that choice should take into account three things. They are:

1. Transportability - from home base to playing field and back again.
2. Security - both against loss and damage while handling.
3. Ease of Handling - your employees will constantly be loading, unloading, cleaning and replacing their contents. The last tube of orange can be a real problem if it's at the bottom of a box with 50 lbs. of CO<sub>2</sub> on top of it.

Besides storage for your kits you will need storage for:

1. CO<sub>2</sub> (don't allow temperature to exceed 110 degrees)
2. Pellets (**always** stored with tubes horizontal and in a cool, dry place)
3. Extra - goggles, arm bands, make-up kits, surveyor's tape, horns or walkie-talkies, etc.
4. First Aid kit
5. Books, T-Shirts, hats, etc.
6. Food and Beverages
7. Cleaning agent and rags - water for drinking as well as washing
8. Money box
9. Miscellaneous items

### Collecting Equipment and Equipment Maintenance

When a game is over the air is usually filled with electricity. It's a combination of Christmas morning, Graduation and the Big Win. People are talking a mile a minute, laughter and back-slapping permeates the air. The last thing the players are thinking about is handing in their equipment. Some have returned everything to their kit bag. Others can't find their arm band (it's in their hip pocket), and some can't locate their goggles (they're on their head). All in all the scene isn't ideal for the neat orderly job of collecting and checking out equipment.

All the players should be herded into the general meeting area and told they must return their equipment intact to the registration desk. If any equipment has been broken or lost they should report it.

You should charge players for the cost of pistol or goggle replacement, but we feel that arm-bands and flags are fairly inexpensive items and should not be charged for in case of loss. Ask each player if his pistol was functioning correctly when he finished using it, as he turns it in. The staff member(s) in charge of the collecting should check each kit number against the kit number recorded on the release form.

**Warning:** no matter how tight your controls, there will on occasion be a loss of a pistol and more likely goggles. If you've used your kit number system well, many of these can be recovered with a phone call. Unless there is definite proof of stealing, write the losses off to the cost of doing business.

Most of our dealers have reported very few losses as most players are fine, honest folks.

The newly designed SplatMaster (TM) marking pistol has fewer moving parts and will be much easier to repair than any other pistol on the market. The owners manual will explain any maintenance required. One of its finest features is its ability to be totally washed with water. If you do run into problems you are not able to fix please give our service department a call.

The rest of the equipment maintenance can be left to any responsible staff member. It is comprised of checking out the kit and cleaning the goggles. Come Saturday morning, that new player will find his kit in fine working order.

Obviously your storage and supply boxes need to be maintained and filled-up after each game.

We know all of this sounds confusing, but if you follow our suggestions it won't be long before your operation will be running like clockwork.

## Equipment and Inventory

At this point you have your initial order on hand and you've checked out the pistols and counted your pellets and CO<sub>2</sub>. You are completely ready for the first game. But are you ready for the next and the one after that?

The answer is "yes", if you're thinking ahead and calculating the number of players expected in the coming weeks. We know from experience that the average player will shoot 3-4 tubes of pellets per game and use 2 CO<sub>2</sub> capsules. If you use that statistic and multiply it times the number of players expected you won't be too far off with your projections.

Foolish is the dealer that doesn't keep at least two weeks' inventory on hand and we heartily recommend that there be a month's supply. Smart dealers will make weekly and monthly forecasts as a basis for future orders.

Our Shipping Department is forever getting calls asking for shipment of CO<sub>2</sub> or pellets for Saturday while the caller is phoning on Thursday! Shipping, much to their credit usually delivers, but Blue Labelling (not guaranteed) and Federal Expressing the equipment cuts **deeply** into your profits.

Our water-soluble pellet has a shelf life that will allow you to stock

months in advance if you choose to do so provided that certain atmospheric conditions are maintained.

Only experience, through trial and error, will get you to the point where you'll feel absolutely comfortable with the amount of inventory you should have on hand. In the meanwhile make your errors on the side of overstocking and avoid having to make a panic phone call to NSG. Our shipping department specialists, by the way, have a great handle on the needs of dealers and the flow of supplies so, don't hesitate to call them for their advice.

## BEHIND-THE-SCENES

### Parking

Americans love their cars and even those that don't hold them in high regard because of their enormous costs. In order to make your customers' outings pleasurable and to impress on them that you have a well organized operation, a good parking lot is a must.

Parking should be easily accessible, near enough to the field to be supervised, yet out of the way of pellets and players. It should be located on level ground, if possible. The parking area should be well-defined by signs and should have more than ample space. Lastly, it should be well-drained and free of obstructions.

As you will note time after time, the Survival Game causes people to become very curious and excited. Because of their rush to "get there", they will often forget to lock their cars and as a result will lose "valuables" left on the seats of their cars. Post a sign at your registration area saying, "we are not responsible for your personal belongings. Have you locked your automobile?"

If you have any doubts about the size of your lot, figure out the number of cars you anticipate on your busiest day and take a ride down to your local shopping center. Once there, measure the size of the lot area that they have set aside for that number of cars.

Remember, one of the most common complaints we get from players goes something like this, "the game was fantastic and your local dealer is really a nice guy, but could you do something about parking? I almost tore the muffler off."

### Restroom Facilities

"Behind those trees over there", was fine in the days when small groups of us played on borrowed land during a Saturday afternoon, but when you've reached the point where fifty to three hundred and fifty people are coming to play the Game then you'd better have a lot of "trees over there" or some sort of real restroom facilities. If you are lucky enough to have a permanent structure on the site we advise you to put in toilets and washrooms. For many of you this is out of the question.

You must then look seriously at renting or buying portable toilet facilities or if an old fashion outhouse is allowable (check your zoning) get your saw and hammer out. If your restrooms take on a, "rustic flair," place them at least 100 ft. from your registration area.

Whatever style your facility takes, keep it as clean as possible at all times. Disinfectant and paint are pretty inexpensive commodities and there isn't one amongst us who doesn't like a clean bathroom! Assign one of your staff members the responsibility for keeping the restrooms clean at all times.

### Food and Beverage

Go for it! If ever there were three words to describe the Survival Game, those are the words. Going for it can generate a mighty thirst and appetite. Being prepared for this eventuality will enhance the players' outing and hopefully your pocket.

There are dealers who include a couple of soft drinks and a sandwich with a day's play. Others will supply only water and soft drinks while some will ask players to bring their own.

We recommend that you at least have water and soft drinks on hand. How far you go beyond that should be dictated by your overall business plan. Remember, you can start small and grow in this area if you choose. The dealer that offers a package deal knows exactly how much food and drink he needs.

Our advice is to go at this as a package deal and if not; go slowly. Who knows, maybe down the road you'll be serving barbecued steaks and chocolate mousse. Whatever you do, check first with local and state laws and above all keep it clean and don't charge exorbitant fees.

### **Personnel**

Most Dealers start small and grow. Initially your staff will be family members and friends. They are often the best staff as they have your business and interest close to their hearts. This is not always the case with outside people. Choose your staff carefully. Make sure they have read the manual and have played in at least a handful of games themselves. Use your best people for Range Officer/Ultimate Judge and Flag Judges. Put a very conscientious person in charge of the cash box and train your equipment maintenance people well. There is nothing quite so disheartening as finding malfunctioning pistols on Saturday morning.

It is very important that you meet with your staff after each of the first days of play. This will give you all a time to work out the kinks in your operation. You will soon settle into a well-organized work team.

When a new person is hired it is only logical that you pair him with an experienced hand.

You can gain support for the Survival Game by hiring the right people. For example, one dealer we know of had some zoning problems. It seemed not all of his neighbors liked having the business in their neighborhood. This wise and thoughtful dealer, promptly hired some neighborhood boys of college age. This accomplished two things. One, the boys were walking advertisements and good will ambassadors in the neighborhood. And secondly, their parents were delighted with the good wages they were paid. The bottom line being that when zoning came up the following year there wasn't a problem.

A good way to keep interest up among your staff, especially the younger ones, is to allow them a chance to play the game from time to time. If you have an exceptionally good week, show them your thanks with a little extra in their paychecks.

### **Telephone Service**

All of your staff should know exactly where the nearest public phones are located in relationship to the playing field. This is a service for your customers. Additionally it will serve you well in case of an emergency.

For guidelines on the operation of your office telephones see the section on running your office page 7-8.

## **Garbage and Clean-up**

Do you know what people like the most about Disney World? It's very clean. Although as a group of people we don't always reflect it, we like our surroundings to be clean. This holds true especially for areas where we go to recreate and places we pay money to attend.

Sure signs of a poorly run operation are dirty bathrooms, overflowing garbage cans and litter in the woods. Put one or two staff members in charge of these trouble areas. After each day has ended or early in the morning before another game begins, personally inspect the bathrooms, parking lot, registration area, shooting range and general meeting area. Your Flag and Field Judges should police the playing field for discarded pellet tubes and other garbage.

The majority of dealers have their fields in beautiful country settings. Players, especially those from crowded, dirty urban settings, are looking forward to a day in the country.

A clean, well-run area, reflects well on the whole National Survival Game, your customers, the Chamber of Commerce, neighbors, critics of both sides, and you as a good businessperson.



# THE PLAYERS & THE GAME

## Maps and Orientation

Every player should receive a map of the playing area. Quite obviously, regular players don't need a map each time.

To save yourself time and money at the xeroxing machine, you should keep your hand-outs to a minimum. You can accomplish this by making a master map, say 2' x 3' and posting it at the registration area. Next, when a player registers he should be asked if he wants a map (xerox copy). You will offer maps again at the general meeting.

Many of your players are real strategists by nature and therefore demand a fairly accurate map. If you don't feel capable of turning out a good map then ask a staff member or resort to a professional. If you have any doubts about the finished product they will be confirmed or alleviated by your players, pronto.

Some players won't know north from south and others won't know how to read a map, so clearly define the whole area. Include the playing field, with flag stations marked, the parking lot, restrooms, shooting range and registration area.

If your playing field is in a truly rural area make compasses available at your company store.

## Organizing your players

Approximately 15 minutes before you are ready to take your players to their prospective flag stations, a general meeting of all players should be called. The staging area for this meeting is generally near the registration area.

Get their attention then cover the following areas and rules:

1. Tell them that they must pay attention, especially those playing for the first time.
2. If they are not already split into two teams, announce clearly, the "Red" team will consist of Joe, Bob, Bill, Karen etc. and that the "Green" team will be comprised of Sue, Sally, John, Sam etc.
3. Next, ask if they all have their equipment, especially their goggles and arm bands. An assistant should be on hand to get missing items.
4. Rules: Announce the rules as stipulated in the rule book. With time, you'll soon become accustomed to the rules and you'll not need the book. Note: The Judge's word is final on the playing field.
5. Introduce the Ultimate Judge and Flag Judges.
6. Hand out maps to those needing them. Tell them their Flag Judge will orient them at their pre-game planning session.
7. Reiterate for the 100th time the need for wearing goggles and/or other protective head gear.
8. Remind players of the types of sound they will hear starting and stopping the Game.
9. Announce the time and the type of sound at which the game will begin and send them off with their Flag Judges.

You must always be aware of the time element. Do not allow these general player meetings to take more than 10-15 minutes. Less time is needed

if both teams have played before. Remember, players have come to play, not wait in line.

Rehearse your first general players meeting with your staff a time or two before going on. Break-a-leg!

### Starting Games and Ending Games

What often appears to be the simplest of tasks can cause more frustrations than you thought possible. We cannot emphasize enough the need for rehearsing your operation. Use staff members and friends for these trial runs. If you don't charge admission they cannot get angry. Also, it is a very good idea to start with small groups when you're making your maiden voyage.

All except our smallest dealers, now use walkie-talkies to start their games. The reason being that on windy days there is no mistaking the sound of horns and additionally the Flag Judges can be in constant communication. We have seen finishes when captured flags have literally arrived 10 seconds apart. With the walkie-talkie there is absolutely no dispute when one Judge announces to the other that the Game is "over".

Walkie-talkies have been known to malfunction on occasion, so it behooves you to have a back-up system. If you use a horn, the best kind is a portable fog horn which may be found at marine and boat supply shops.

Test the horn beforehand and make sure all players on the field can hear it. If your field is large or extremely dense, you should have a minimum of 2 horns on the field, one for each Flag Judge and one for the Ultimate.

In a pinch we have used police whistles, cow bells and car horns. We don't recommend these, but it sure beats shouting.

When using a start and finishing signal other than a walkie-talkie, it is extremely important that **your** sound not be confused with other sounds in the environment, such as a church bell or the fire department horn. If you have more than one field operating, use different sounds or in the case of walkie-talkies, different channels. Nothing is more discouraging to a player than returning to home base or the registration area to find it wasn't his game that ended but the game on field number two.

### Judging By The Rules

The front page of the official rules book reads "Official Rules and Suggestions for Playing the Survival Game and The Team Survival Game". The word "Suggestions" jumps out at you like the dog you didn't see. The whole nature and intent of the game doesn't allow for an absolute black and white set of rules. Besides most fields aren't ready to equip themselves for instant replay!

It is our belief that the finest game in the world, with the finest set of rules ever written will only result in a mediocre game if the judging is not seen as the most important part of the game. Conversely, we believe if the judging is first rate and undertaken with real knowledge of the Game then even if some of the rules are not perfect, the results will be nearly so.

There is no way we can emphasize how important the judging of the sanctioned games is.

However, non-sanctioned games usually do not carry the weight of their sanctioned counterparts. In fact, they are ordinarily light-hearted games among friends who in the end don't give a hoot which side wins. When judging these activities you should adjust your attitude to coincide with those of your players. Aggressive "Active Judging" would be inappropriate for friendly non-sanctioned play.

The Judge must at all times exude a presence of total control and knowledge of the game. He must be confident and unshakeable in his demeanor. He must at all times appear to be dispassionate, in control and all knowing. He must never be intimidated by players or circumstances. His word is the rule and law of the game.

Having said all that, you're probably thinking to yourself; sounds great, but where do I find these guys? The answer is simple, you find people who are first enthusiastic about the game. Secondly, you allow them some experience playing the game. Thirdly, get them together to talk about their experiences and finally give the pep talk included above and turn them loose on the playing field where some will become fine Judges and others won't.

More than anything judging is a fine art and like any art it takes practice.

Tell your Judges that they will make mistakes and calls that later will bother them. What they must remember and never forget is that the rules and interpretation of them are imperfect and that by taking on the role of Judge they are accepting these facts and must still make black and white calls.

Players should be made aware of this fact as well. Communicating this to the players will go a long way toward their seeing the Judge as an important ingredient in the game and not as an adversary trying to do them in.

The key to a Judge's success and therefore the success of the whole game can be described in two words, "**ACTIVE JUDGING**".

### **Active Judging**

The Survival Game is a play, the stage is often a woodlot and the director/producer is the Judge. It is up to the Judge to see to it that his play comes off and has the desired effects on the actors who in this case are also the audience. The Judge is not a separate entity but an integral part of the whole experience.

The active Judge must anticipate the moves of his actors, he must sense and "feel" their ACTIONS and movements. He must put himself in their shoes and see through their eyes. He doesn't wait for a problem to come to him, but instead gets to the problem first. Just as soon as you hear the pop-pop of the SplatMaster pistol you should get to where the action is. By doing this you can often observe the play and make a good call on what you saw. Can you imagine a football or hockey referee depending on what the players say in order to make a good call??!

A Judge must become comfortable with making a call based on his knowledge and observation. Direct hits can be deceiving and in some cases extremely difficult to call.

Use your best judgment, make your decision and go on to the next call.

There is absolutely nothing wrong with saying to a player — "I called it the way I saw it using my experience and knowledge of the Game".

At the National competitions last year the Judging was superb — not so much because of the Individual Judges and their ability, but because of their sense of purpose, fairness and the fact that they were Active Judges. At the end of a game they were often the most tired participants and their enthusiasm for Game play often equaled or surpassed that of the players.

One last word on Judging — If you want to become a really great player, try Judging for awhile.

### **Disputes and Complaints**

We wish we could say it wasn't true, but yes Virginia, there will arise from time to time disputes and complaints. For the sake of our conversation we'll lump any problems that arise on the field during play as disputes. Any problems arising before or after play we'll call complaints.

Disputes are between players or between players and judges. Emphasize to judges and players alike, during the reading of the rules, that judges have the final word on the **field**. The same problem may be registered as a complaint after the game, if it has not been settled to everybody's satisfaction earlier. The complaint should be taken to the Ultimate Judge, who along with the Field Judge will make the final decision.

Field Judges are the umpires of the Survival Game. Whatever their call on the field, it goes. However, because of the nature of our game we have allowed for registered complaints as mentioned above. In most cases disputes are settled by the Field Judge or in the case of good sportsmen among the players themselves.

Complaints other than those arising from the game, such as dirty bathrooms and malfunctioning guns, should be addressed immediately by the staff member receiving the complaint. We want our help to be helpful. Replies from staff like, "That's not my area" or "I'll take care of it later" might cut the mustard at the Local Bureau of Bureaucracy, but it doesn't make it at the Survival Game.

Disputes and complaints tend to increase with the degree of competition. For instance, if guys are out to have a day's fun with other friends and co-workers they are apt to let a slight infraction by the opposition slide. But if the game is for the District or Regional Championship, watch out! If you don't know the rules, these guys will teach them to you real quickly!

The whole tenor of the Game at your area can be set early on by the attitude you have and instill in your staff. Call for sportsmanship and honor on the field, tell them you'll settle for nothing less. Honesty and comraderie are your goals and not Vince Lombardi's nonsense. Throw a few soreheads off the field and give them back their money. Be extremely firm in any judgments you make and don't waiver. This kind of attitude and action will soon build your reputation as a good fair dealer and believe me, you'll reap the rewards.

### **Individual versus Team Games**

The Survival Game was first invented and played as an individual game. To those of us who cut our teeth on this version, there remains a real affinity toward "one man wins all!" We believe the individual game to be an important part of the overall picture, a part which is too often ignored. More than

one player has observed that the team game is checkers, but the individual game — ahh, that's a game of chess. It's a game of strategy and stealth.

"Wonderful", you say to yourself, "it all sounds very noble, etc.", but how can I make money playing the individual game? Our answer, not only can you make money, but under certain circumstances, you can make more money playing the individual game. i.e. — It's a slow weekend, you only have 15 players registered for Sunday morning and another 12 for the afternoon. That hardly represents the possibilities for a good team game. Instead you run an individual game. Your players will quickly see that they are playing a more sophisticated game, a game which will make them better players!

Suppose you have two teams which play against each other on a regular basis. Suggest to them that they might play a combined 30 man, individual game. Tell them that their record of team play shows how good they are as a team, but you wondered how good they are as individuals.

You will soon find that both the addicted team player and the twice-a-year player will be drawn to the individual game. The addicted player, because it is a variation and it will help him hone his skills and the twice a year guy, because he wants to try the individual game also.

For instructions on setting up an individual game please consult the rule book.

### Variations on the Game

Variety is the spice of life. As exciting as the team and individual games are, there is always room for experimentation. We encourage and applaud those dealers who are innovative and creative and yet still maintain the NSG image. Here are a few we've seen along the way:

**Bounty Hunter:** in this version each individual is given an I.D. tag to wear around his neck. The object of the game is to collect as many bounty (I.D.) tags as you can during a 60-90 minute period. The player with the greatest number of tags is the winner.

**King of the Hill:** a small group of defensive players guard a flag station positioned in a strategic area. If possible, this should be on top of a hill. The attackers then are set free to **Take the Hill**. If they do so successfully they win, if not they are the losers. This is an action packed game and has been used as a fill-in between morning and afternoon sessions of the regular versions. Additionally it generates a lot of pellet and CO<sub>2</sub> sales.

**The Ravine:** this game was the natural outgrowth of the topography of one of our playing fields. This version of the game is played at the end of a day. A flag is set at the bottom of a ravine about 100 ft. deep. Each player has but one objective and that is to secure the flag and to reach the top of the ravine without being marked. When 100 people play this, fifty descending from each side, the action is fast and furious.

One other variation is to play an hour game with no defense. This results in a lot of confrontation, action and high energy. The players are happier to play more and usually buy more pellets and CO<sub>2</sub>.

**Resurrection Day:** this innovative approach allows a player that is marked the opportunity to re-enter the game. After paying a one dollar fine he is allowed to go back into the game. Other dealers merely insist the player

must stand out for a penalty time of 10 minutes before re-entering the game.

Still other dealers have a recycle time, say the first 20 minutes of each hour long game, when all marked players are returned to the game. The procedure is that all marked players are told to check in with their home flag judges (who are advised by walkie-talkie how many players are returning), and they are then let go simultaneously by the judges who are in communication with each other.

You're not selling paint to players who are out of a game for the greater part of an hour.

As you can see from this small sampling the ideas are endless and in most cases are variations of capture the flag and other childhood games. If you feel the game growing stale, add some spice to it, your customers will love it.

# HOSTING SANCTIONED GAMES

## Introduction —

Hosting sanctioned games is indeed a challenge, even for the most experienced dealers of the Survival Game. The dealer will discover that game play towards a North American Championship is not only more competitive but also presents a wide variety of organizational and logistical challenges.

Most participants will exhibit a completely different attitude towards their opponents, the hosting dealer, and the game. Furthermore, their expectations will not only be of high caliber competition but also of a high level of organization and operation of those games.

The dealer who follows our systematic approach to organizing his games by allowing enough time and thought to make plans will have the reward of satisfied competitors as well as a smoothly executed two day event. The following pages will present three sections, (Pre-Game Planning, Support Services and Game Operations) requiring your attention.

## Pre-Game Planning —

Overall responsibility for successful games should be with you, the dealer. And you should realize that you cannot do it alone. The smart dealer will delegate authority and responsibility; perhaps the following hints will help.

First, draw an organizational chart by determining what departments require management. Second, assign responsibilities to each department. Third, search for quality volunteers to manage each department, and finally, set time deadlines for each manager. Insure that those people selected understand their task. Schedule a managers' meeting a few days prior to the competition.

Four weeks prior to the competition an information packet should be mailed to all dealers sponsoring a team at your playoffs. Include within the packet a Registration Form (which should mention a deadline for its return) and a "Fact Sheet" with all pertinent facts regarding the competition. (see diagram A)

Remember, many players will be looking for overnight accommodations (motels, lodges, and campgrounds). You should furnish phone numbers and directions and let the teams handle their own reservations themselves.

## Support Services —

For many of you this may be the first time you have had 150 to 200 experienced players showing up at your field all the same day. While there are many items you may have already pre-arranged for, the following is a list of the most essential.

**Food and Beverage** — It will add to the fun and possibly to your profits if set up correctly. There are any number of ways to arrange this, however we will merely discuss the simplest.

Allowing a lunch wagon to come to the field for the two day event is by far the easiest approach. The wagon should be at your field bright and early

# SAMPLE FACT SHEET

## Welcome to the Osh Kosh Sectionals

### PART I

At this time your teams are probably busy gearing up to beat the pants off somebody the weekend of October 6th & 7th. We certainly want everyone to enjoy themselves at these playoffs and to do that we need lots of cooperation from everyone.

First of all, the price structure this year will be the same throughout the United States. (See FACTS: Part III)

Please inform your players that any additional pellets must be purchased at the field location for \$2.25. We would like to see all players arriving with their own goggles and CO<sub>2</sub>. If they need to rent a pistol it must be pre-arranged on the registration form.

### PART II

Team Captain's Responsibilities —

1. At 8:30 a.m. Saturday morning there will be a meeting of the team captains.
2. Captains will be responsible for collecting all monies required and for dispensing paint to their players.
3. If your team should advance to the playoffs the second day, you must attend the captains' meeting at 8:30 a.m. The first day's play will have been paid for in advance in the deposit. The second day's, however, will have to be collected by the team's captain prior to the meeting.

It is vitally important that every competitor realize there will be public and press ever present throughout the games. They should be constantly aware of their actions.

Finally — Thieving Gamesmanship has no place at the playoffs!! The games were founded in the spirit of friendly competition and comraderie. It was conceived by and intended for those who value — Honor — Humor — Sportsmanship!

### PART III

Cost

\$15.00 per day — includes 3 tubes of pellets

\$25.00 per day — includes 3 tubes of pellets & pistol rental

Additional tubes of pellets .....\$2.25

### PART IV

Additional Information

There will be three fields used with three judges on each field. The final games may have five or six judges. The Ultimate Judge will be in radio communication with the fields but will remain stable at the registration area.



Please inform your players that these judges are experienced players as well as experienced judges. Their calls are final. If there is still a dispute, take it to the Ultimate Judge. There isn't a game out there that the players don't have to live with good and bad decisions by judges. That's Life!

Registration Form — (See enclosure)

Please fill this out and return it to me by September 20th with a payment in full for the first day. This will enable me to schedule equipment needed and is critical to smoothly running and well organized sectionals.

Accommodations — Local Motel and Campground information. Furnish phone numbers and addresses only!

Side Line Attractions — Theme Parks, Restaurants, etc.

## TEAM REGISTRATION FORM FOR SECTIONAL PLAYOFFS

This is your official sectional registration form. Please complete this and return to your sectional host by September 20, 1984. You must include payment in full (bank check or money order) for the first day of play. Players requiring rental of pistol please check the box to the right of the form and include an additional \$10.00 each.

Team Members:	SGA#	Check appropriate line:	
		Field Fee \$15 _____	Pistol \$10 _____
1.		_____	_____
2.		_____	_____
3.		_____	_____
4.		_____	_____
5.		_____	_____
6.		_____	_____
7.		_____	_____
8.		_____	_____
9.		_____	_____
10.		_____	_____
11.		_____	_____
12.		_____	_____
13.		_____	_____
14.		_____	_____
15.		_____	_____

Total \_\_\_\_\_ + Total \_\_\_\_\_

Total Enclosed \_\_\_\_\_

Total Number of Pistol(s) Required \_\_\_\_\_

for coffee and doughnuts and then provide a variety of items for lunch. Often times, if they gross a certain amount, a percentage is paid to the host of the event.

Another approach might be to allow a service club the opportunity to handle the food and beverage concession.

Whatever the approach, the single most important thing to remember is not to get directly involved. Get it lined up beforehand and then leave the operation to someone else.

**Tents** — Depending on your budget you may get as lean or as extravagant as money will allow. However, at least provide a tent for the registration area for protection from inclement weather.

**Restroom Facilities** — All day events with 150 to 200 people will require substantial facilities. Rental of Porto-Potties may be pre-arranged for by a rental company. Check your local yellow pages.

**Trash Removal** — Dumpsters are available for rental but in addition there should be a number of trash receptacles located throughout the staging area.

**Target Range** — An attendant may be necessary to insure that all participants are wearing goggles and are operating their guns safely. Important Note: You must advise all team captains that this is the only area where a gun may be discharged besides the playing field. It is critical that all pistols remain in their holsters at all times especially with spectators around.

**The Store** — With 200 people at your field for the weekend you will definitely have an opportunity to sell a variety of goods such as spare pistol parts, T-shirts and camo clothing. Try to have the store open both days.

**Repair and Clean-Up Station** — This is another area that must be designated. The Clean-Up Station should have lots of paper towels, a mirror and plenty of water. The Repair Station should be staffed by people that are familiar with the pistols and able to fix most minor problems. This is also a good area for pistol rental. You must find out beforehand how many players will have their own equipment and how many will need to rent. This information may be attained in your pre-game information packet.

## Game Operations

**Registration** — We strongly suggest that you have a registration area for each playing field. Players will line up, sign in, be splat checked, and then issued their pellets and CO<sub>2</sub>. When they are coming off the field they must sign out and be splat checked. The "Body-Splat Sheet" is a sheet with a picture of a back and front body to mark previous pellet splats. For example, if a person has played three games and has been marked in the back, leg, and arm those splat-marks will be marked on the sheet. Then, upon completion of the game, a dispute arising from whether a player was indeed marked during the game will be settled by reference to these sheets. Keep an entire team's "Body-Splat Sheets" in a folder so that they are easily transferable from one registration table to another.

**Field Inspection** — It is most important, especially if any team has previously competed on your field, that you allow a half hour for all team representatives (such as captain and co-captains) to walk and inspect the playing field. Fair is fair and your objective is to run sanctioned games as fairly as possible.

**Judging** — Perhaps the most critical key to a successful tournament apart from pre-game planning is judging. Despite the experience of the judges there will always be losing teams looking for excuses to substantiate their loss. The easiest thing to attack is the judging since there are always difficult and questionable calls. However, you may help to protect yourself against conflict of this sort by hiring judges that are not only experienced with the rules of sanctioned play, but have spent considerable time judging sanctioned games. Many judges are not accustomed to using whistles to stop action in order to make a judgement call. Obviously no one likes to freeze the action unless necessary but your judges must feel comfortable with this during sanctioned play. A judge that is experienced as well as strong in voice will only help to obviate problems before they occur.

**Team Captains Meeting** — Ideally, your meeting should be held the evening before game day or at least before game play. However, you probably will not have time to conduct a meeting the morning of the games. Anyway, encourage the captains to take notes as you go through the entire rule book and have them reserve all questions until the end. Otherwise an hour long meeting may last into two hours.

**Media** — A press release will be required both on a local level and on a regional level. The press release should be sent to all radio, television or newspaper contacts you may have as well as any major local publications. In the past all releases have been furnished by NSG headquarters. Please call NSG for a sample before you spend the time to write your own.

When the media has arrived at your field, have a plan of action; know what to do with them. A press check-in table is suggested where press kits and the day's schedule of events are available.

At no time are any media personnel allowed on the playing field during a sanctioned game. Television crews must also not be allowed to film even from outside the boundary tape as it may be very disruptive to game play.

The best approach is to schedule a non-competitive game for the media to film as well as participate in. Keep this game controlled, easy-going and be sure all players are acutely aware that there will be photographers and television crews on the field.

**Sponsors** — You should be able to secure sponsorship from almost any type of company in your local area. Since most companies are on a fixed advertising/promotion budget, you should contact them three to six months in advance and be able to discuss "numbers" with them, i.e. numbers of players expected, number of days, average age and background of players, and what media will be expected.

Depending upon the affluence of a sponsor you may need to find two or three sponsors to support your event. Listed below are various ways sponsors can help:

1. Provide trophies for first, second, and third place teams.
2. Assume the cost of airfare for the winning team to fly to The North American Championships.
3. Furnish T-Shirts and hats for all judges and personnel.
4. Supply products such as beer and soft drinks.
5. Dress up the tournament with Banners and signs.

**Awards** — Certainly optional, but highly recommended and with a little creativity your expense will be kept to a minimum. Remember upon conclusion of your games, the last contact you will have with your players will be at the Awards Ceremony which should immediately follow the last game. You will have many people to thank such as your volunteers, managers, judges and Sponsors (make a written list!). If you have a sponsor contributing the trophies they may wish to have a representative on hand to make the presentation.

# SAFETY

To paraphrase the old Gerber Food commercial, SAFETY IS OUR MOST IMPORTANT BUSINESS! Or maybe better put, "without safety we have no business".

The National Survival Game is a physically demanding game played rigorously by adults on uneven ground strewn with obstacles. Accidents are bound to happen. It is our job to limit the number of those accidents and the severity of them.

Safety should be on your mind at all times. You should relate it to every aspect of your business. There are any number of critics of the Game just waiting to point out our failings and to say "we told you so."

The first area that should receive your attention is the playing field itself. Walk it with your field judges until you know it as well as your own backyard. Remove any hazards that you can, i.e., old dumps festooned with broken bottles. Where the hazard isn't moveable, such as an old well shaft, fence it off. Where a hazard exists but cannot be fenced or done away with, draw it on the players' map and point it out to them. Make the field safe enough for your friends and family to play on.

The pistol is an obvious item to address. Players should always be directed to the shooting range after they have signed their release and received their kit. The Range Officer will then instruct them on how to load the pistol. After further instruction they may commence firing it at the targets. All players at the shooting range, whether shooting or not, **must** wear goggles and/or head gear. Persons defying this request should be asked politely to leave. There is no room for anything other than 100% observance of the goggle rule. Furthermore, goggles must be worn at all times on the playing field. If a player wants to remove his goggles for any reason he should find a field judge, who will temporarily remove him from play. It is not uncommon for a player to be hit directly in the goggles, resulting in them being completely covered by paint. This renders the player to a state of blindness. He should not remove the goggles, but should shout clearly that he is out and cannot see due to the fact that his goggles are covered with paint. He should clean the goggles and only then with his head between his legs while hunched down remove his goggles to clean them. He must then return them to his face and remove himself from the woods in the customary manner.

You will begin to sound like a broken record after awhile regarding the wearing of goggles, but that is a small price to pay for a safe game.

Players should be instructed to inform judges of any infractions of the gun and goggle rules. All players should be forewarned that infractions of any safety rule means immediate ejection from a game.

The area of safety should not be overlooked at the parking lot and restrooms, especially if there are children in attendance. A nasty fall on a wet floor or the accidental running over of a person in the parking lot could spell lawsuit for you in addition to personal anguish.

Good common sense and continual vigilance will result in a good safety record.

## Injuries and Emergency Equipment

All injuries, no matter how minor, should be reported to the dealer. The dealer in turn should report anything other than minor injuries to his insurance company and the National Survival Game Headquarters, even if he feels nothing will come of it. We are all aware that our society is the most "whiplash" oriented people in the world. To date, our history of serious injury is minimal and with common sense and enforcement of safety rules, it should remain that way.

Unless you are an Emergency Medical Technician or a member of the Medical Profession, the only Emergency Equipment you should have on hand should be:

1. A vehicle to transport injured players to a doctor or hospital.
2. Band-aids and disinfectant for minor cuts
3. The telephone numbers of the police, hospital, and EMT unit.
4. Clean water for flushing eyes.

One of our Dealers is most fortunate in that a number of doctors in his area play the game almost every weekend. Obviously if an injury occurs the first question to ask is, "Is there a Doctor or Nurse in the house?"

Make it very clear to your staff your policy on injuries. Tell them if an injury occurs in their area, they are to take charge. They are to send somebody for help, move back the gathering crowd and make the injured person as comfortable as possible. Dealer and staff should **not** attempt to move seriously injured people. Let Emergency Medical Technicians do it. Lawsuits can arise from improper treatment and handling. Keep precise notes on all injuries at your field. Include in your notes the time, date, witnesses, nature of, staff members involved, chronological order of events leading to injury and events after. If a lawsuit should ever arise, you will be **real** glad you recorded **all** the details as they were fresh in your mind.

Tell your staff that any injury they feel is serious, should warrant the suspension of the game. They should not feel the least shy about doing so. Most injuries will be minor, but you must always be prepared for the more serious accidents.

## Goggles and Head Gear

That's right I'm going to mention it again! There isn't one of us who doesn't count among our blessings, the ability to see clearly the world around us. Tragic are those that lose any part of their eyesight and this tragedy would be even greater if it were to happen in the name of play.

Tell your players and staff over and over again that the wearing of goggles and head gear is mandatory on the shooting range and on the playing field. It is their moral obligation to turn in any player seen with his goggles off.

As you know, we have always **discouraged** shooting players above the chest and continue to do so on each occasion that we play ourselves.

It is often difficult to judge whether a person is openly defying the goggle rule. So use this as a guideline in dealing with them:

1. A person found not wearing his goggles while on the playing field should be disqualified from the Game. If that person is ever found without his goggles again then he should be barred from the Game permanently.

2. A person found on the shooting range without goggles on, should be given a warning, and instructed to put them on. If during that day they are found again with their goggles off, they should be asked to leave for the day.
3. Persistent violators of the goggle rule are too great a liability to keep around. Can them!

# THE MARKETING OF YOUR GAME

## Special Deals/Coupons

How to drum up business and promote your game is the subject of this section.

The playing of the Survival Game is not inexpensive for the majority of the people. It entails not only the admission price, but traveling to and from the field, lunch, etc. It is our philosophy that regular players should get some kind of discount. Regular players are the backbone of your business and often serve as the best kind of advertising, word of mouth.

## THE SURVIVAL GAME ASSOCIATION

The Survival Game Association is the only recognized and sanctioned organization of the players.

It entails a one-time waiver form, a copy of which is kept on file here at headquarters, and a membership card for the players. These cards and waiver forms may be purchased from NSG and are listed on the products list. The selling of the membership cards is important for a number of reasons:

1. It allows a player to belong to a National organization. Presenting this card at various Survival Game fields throughout the United States entitles the player to various discounts offered at that particular field.
2. This card allows the player to compete in any sanctioned play leading to the North American Championships.
3. When a player purchases this card from a dealer, he signs a one-time waiver form. A copy of this must then be sent to our office, via the dealer, where it is kept on file. This certainly serves to expedite registration and explanations since you already know the card member is experienced.

Many dealers are incorporating the membership card for all first time players. For example, first time players pay \$5.00 more entitling them to a membership card, local newsletter, monthly promotional discounts, etc.

Other dealers offer the straight membership card for \$2.00 or an Honorary membership card (Honorary stamped in red) for \$15.00 to \$20.00. The Honorary membership entitles the player to a variety of specials, from discounted play, to 10% off at a local Army/Navy Store.

There are a number of ways of marketing the Survival Game Association but it takes a commitment on the dealer's part to make sure it is promoted effectively. Once you see the value of organized league play on your field you'll want every player to be a card carrying member of the Survival Game Association.

## Promotions and Advertising

As most of you know there is no solid, safe approach to advertising. Where to advertise, how to advertise, and what to advertise vary drastically from one area to another. A radio spot in Los Angeles may work well there but not prove effective at all in Iowa.



Please feel free to call our public relations and advertising departments for assistance and guidance.

**Free Advertising:** Just that word should grab your attention and is certainly worth your time to pursue. From the very beginning we have been blessed with exhaustive media exposure. It's a great "door opener" into local radio and television stations, not to mention newspaper and magazine offices.

Reporters or free lance journalists should definitely be invited out for a "freebie". There's nothing like a nice, full page feature with pictures in your local Sunday newspaper to start your phones ringing. Once you've established ongoing games it's time to hit the TV stations. There would be nothing more disastrous than having a TV crew come out to cover your first game only to find very few players, disorder and basic confusion. Wait until you're solid and confident before asking for some coverage. Bear in mind this is a "news happening" and most TV stations are very interested in covering it. If you can talk the reporter into playing, all the better. Remember, the only criticism of the game has come from people who have not played it. Try to make sure it's approached lightly and with humor.

Moving right along with "free" advertising are your local service organizations such as Kiwanis, Rotary, Elks, etc. They love to have guest speakers so psyche yourself up and give them your spiel. Approach them for individual players as well as team play. This is where your discounts can come in handy. All you need is one little Elk with some energy and enthusiasm who's willing to pull a team together, so he can play for free. Just think, if you take your act to three organizations and get teams going you've got 36 ongoing players that have cost you nothing. Then if you offer a "bring a friend" discount these 36 people could easily turn into 72. Word of mouth advertising for this game will always be the easiest and cheapest to attain. With that in mind it's critical that your people leave the game on an energy high so they feel compelled to tell all their friends.

Radio stations are another "freebie". If your local station has a call-in show, you're in business. Contact the program director and tell them all about your game. Then inquire if they'd like to set up a "live call in" with the National headquarters' public relations person. Be sure to use the "buzz" words like: People Magazine and The Donahue Show. When they contact our office to set up the show, we call the local dealers to make sure some local players call in. Further, the name of the playing field in that area and the phone numbers are given out several times. It's great exposure and it doesn't cost you a cent.

**Inexpensive Advertising:** One of the most effective, inexpensive ways to promote your field is the use of posters. While the cost is nominal, placement of the posters is critically important to their effectiveness. The bathroom door of the ladies garden club certainly is not going to work as well as a local Army and Navy store; the basement of the Moral Majority headquarters not quite as well as a sportsman's club. Other good targets are health clubs, athletic clubs, large company bulletin boards (mention team organization and league play), also police and fireman locker rooms.

Trade shows are another way of getting lots of exposure reasonably. Booth cost is minimal and passing out flyers plus speaking with curious individuals takes some time, but certainly not a lot of money.

Another area to investigate is adult learning or recreation centers. These are usually either independent organizations or affiliated with a college.

Usually courses are offered from wine tasting to belly dancing to The National Survival Game (if you've made contact with them). They will sign people up for a particular day and either take a percentage per head or inflate your fees slightly since they are acting as a booking agent. Many dealers have had excellent results with this approach.

**Paid Advertising:** We wish we could tell you to run a particular ad for one week in your local newspaper and it will generate 100 players, but alas my friends it's not that easy. Where you spend your hard earned dollars is a business decision on your part that you and only you can make. In some areas newspapers work extremely well. In others radio spots are the only way to go. It won't take you long nor too many dollars to figure out what works and what doesn't. Running a coupon discount cut-out ad in your local paper or attaching coupons to your posters will give you tangible evidence of how well this method works.

It is critically important that you log each and every phone call that comes in and find out how they heard about you. It takes so little time to attain this information and it is the best and only way for you to know exactly what advertising is working and what isn't.

Feedback during the year has unequivocally stated that television advertising is the best buy for your money in 95 percent of the territories throughout the United States. Dealers have reported phones ringing non-stop for 3 days after a television campaign. A word of caution: Be prepared! You must have enough phone lines to handle the increase of calls as well as an efficient manner of logging and responding to these inquiries. The key element to remember here is how many phone inquiries are converted to first time players. If, after sending out information to a potential player, they have still not made a reservation, a follow up letter is essential.

At this time we offer to our dealers radio ads, print ads and a television ad. In addition, our television commercial has been dubbed onto 35mm for use in commercial theatres. These items are constantly being updated so check with our shipping department to find out what is currently available to you.

## **MEDIA AUDIT**

One of the first steps in designing any advertising program is to conduct a media audit. An examination of what media is available in your market is necessary to find out how you will reach the potential player. In some cases you will be the originator of the media (brochures and posters for example), but in most cases the media is already there and you will have to find out who they are and what they have to offer you. When you have conducted the media audit you should have in front of you all the potential ways you can advertise in your territory.

### **Conducting the Audit**

- A. Define your territory limits
  1. Read your contract to see where you can advertise. Remember, you cannot advertise in someone else's territory without their permission.
  2. If you feel you need a media source that is produced outside of your territory contact the dealer involved and try to get his permission. You may want to propose a joint advertising program with

him. Lead time here is critical as he may be laying out his advertising plans on a different schedule than yours.

## B. Gathering Potential Media Sources

1. Get the names and addresses of all available media in your market. Most of the potential sources are listed below, but not all of them. Use your imagination to find any others that may be available or that you could create.

Sources:

- a. Regularly Published Magazines and Newspapers
  - daily, weekly, bi-weekly, monthly
  - “shoppers”, fraternal, club and organizational publications
  - regional editions of larger papers and magazines
- b. List all T.V. stations and cable companies in your territory
- c. List all radio stations in your territory
- d. Get names and addresses of all companies, civic groups, chambers of commerce, etc. that promote via brochure, information booth, newsletters, etc.
- e. Get names of sign companies — those that promote via roadside signs, taxi-toppers and bus or train sideboards
- f. Names of all companies that provide direct mail services in your area
- g. List as many specific places or types of places (gun shops, bars, hotels or motels, etc.) that will allow you to hang a poster or leave a stack of business cards or brochures
- h. Get names and addresses of all phone companies providing Yellow Pages or Business Directories to your area
- i. Hand-out Advertising — sources such as (but not limited to) matchbook companies, novelty suppliers (keychains, bumper stickers, T-shirts, etc.)
- j. Other media sources: this is where your imagination comes into play

## C. Contacting Media Sources

Now that you have gathered the names of all potential media sources you must contact them to obtain the following information:

1. Rate structure — find out their basic costs as well as any special rates or packages they foresee in the next year. Ask to be put on their mailing list.
2. Ask for readership (or viewer) figures. Ask what proof they have that their media is effective. Nielsons, Standard Rate and Data, Ayer's Directory of Print Media and other counting and rating sources are available for your review, but most publications, television and radio stations, etc. conduct their own studies. Ask for any and all information the media source has available that pinpoints how many and what types of people (male, female, white collar - blue collar, various income levels, etc.) see or hear the media. You want a better understanding of how many and what type of people you would be reaching with your advertising dollar.
3. Obtain a description of their distribution system (how many of their publications go where or where their programs are seen or heard)

4. Find out what lead times are necessary to use each media so that your plans can be finalized well in advance.
5. For other types of media such as brochures, posters, matches etc. find out your cost at various quantities and, once again, the lead times necessary to get an order filled.

#### D. Evaluating the Results

Now that you have gathered the pertinent information you want to begin evaluating it. Match the demographic information supplied by the media with your customer profile. Make the obvious eliminations such as a newsletter that is aimed at senior citizens or a magazine that is aimed at gun control advocates — eliminate those media that are obviously aimed at people with little or no potential as game players.

Next, evaluate the true media coverage of your area. If, for example, you are evaluating a newspaper that is largely distributed inside your territory (say 80% of the papers are distributed in your territory) you must evaluate that part that lies outside your territory (the remaining 20%). If this 20% is located 100 miles or 2 hours from your operation, what is the likelihood that you will be able to get them to travel to your field? More than likely you will determine that they are too far away and thus not viable as potential customers. At this point you have determined that only 80% of the circulation figures are applicable to you for that paper.

Now derive the cost per potential reader who is also a potential customer. If an ad were to cost you \$100.00 and you divided it by the overall circulation figure of 100,000 people ( $\$100.00/100,000$ ) your cost per potential customer would be \$.001. But when you have eliminated the 20% of the paper's circulation that aren't potential customers the cost rises dramatically ( $\$100.00/80,000$ ) to \$.00125 per potential customer, an increase of 25%.

The point of the above exercise is that you must pinpoint the cost for reaching each potential customer. Once you have done this then you can properly compare the cost of one potential media source with another.

At this point you have completed your media audit. Knowing what media is available to you and the costs for each will allow you to plan your promotional campaign — the next step in the process assuming that you have determined your promotional budget. Both of these subjects are covered in other parts of this manual.

### Game and Price Set Up

Obviously there are many approaches to price structuring your games. The most important thing to bear in mind is that you want people to return time and time again. That is accomplished by insuring that they leave your field exhausted and exuberant, raving to all their friends about this new adventure.

The following are different options that work well in their particular areas.

#### Package One

- \$35 per person for a full day
- \$30 per person 6 or more
- \$25 per person groups of 30 or more

Includes: rental equipment  
4 tubes of pellets (40)  
3 CO<sub>2</sub>  
Lunch

Additional tubes \$2.50  
CO<sub>2</sub> .50

At this field, game time has been shortened to 1 hour and after 10 or more people are out they are shuttled off to another area where they can play "King of the Hill" for 15 minutes. The important thing here is keeping people active and not standing around. Short, little variations on the game allow people to shoot more, have more fun, plus ultimately increase your pellet sales.

#### Package Two:

\$25 per person for morning or afternoon session

Includes:

2 tubes of pellets (20)  
rental equipment  
2 CO<sub>2</sub>

Additional tubes \$2.50  
CO<sub>2</sub> .50

At this field people come out for a half day session and games have been shortened to an hour so they are guaranteed 3 or 4 games. The dealer says that after a half day of hard core playing everyone is happy and tired and ready to go. This certainly is one way of maximizing your equipment, but leave yourself time to clean up the rentals before the afternoon session starts. You will also **not** want to rent out all your equipment for the second session in case of malfunctioning pistols in the morning. One more note of caution — the socialness of the game is one of its greatest attributes. Be sure to give people enough time to tell their "war stories". The energy high you have as you come off the field needs to be prolonged as long as possible.

#### Package Three

\$16 per person - guaranteed 2 hours of play

Includes: rental equipment

1 tube of pellets (10)  
1 CO<sub>2</sub>

Additional tubes \$2.50  
CO<sub>2</sub> .50

This playing field has three arrival times: 8:30, 11:30 and 2:30. If the game ends quickly another game gets started immediately with minor variations such as "no defense" which ensures confrontation and people getting a lot of action.

This set-up allows people to come out for a minimum amount of money and not tie up their whole day. Again an ongoing area for socializing must be emphasized.

#### Package Four

\$25 per person - full day

Includes: 2 tubes of pellets (20)  
2 CO<sub>2</sub>

Additional tubes \$2.50  
CO<sub>2</sub> .50

This package guarantees the player 2 or 3 games in a day. If you offer minor variations between games to keep people active, chances are they'll have more fun, shoot more, and buy more pellets.

With this set up either you inform players to bring their own lunch or it's offered for a nominal fee.

### **Why Sell Guns?**

The answer to this question is simple: It's good for business. How can that be, you ask: After all, I'm in the rental business. Well, so are lots of other businesses and they are just as happy to sell. How often have you seen the sign that says Buy or Rent, Buy or Lease, Lease with the Option to Buy?

The National Survival Game is going through a very dramatic growth period. Like many businesses, it has evolved from an idea, to a struggling infant, to a young, healthy, growing concern.

Renting guns to a relatively small number of people — 15,000 to 18,000/week — has proven very exciting and worthwhile. And there is no question that we will continue to add to those numbers significantly.

However, in order to realize the huge potential of our Game and to mutually benefit from it, we must get The Game out into the mainstream. One way is to sell the gun to individuals or teams. If they own the gun, they'll play more; and the more they play, the more they'll expose others to The Game. The increase in players will not be a simple mathematic progression but will be geometric in nature. If they own the gun they can play for less. You'll sell them pellets, CO<sub>2</sub> and charge a "Greens Fee" of \$6-10/session instead of \$20-\$30/session; you'll avoid the headache of gun maintenance and all the logistics of keeping track of them. \$25/ is a stiff price to pay for a day of play - especially if you're going to attempt it week after week. If you can charge \$6-\$10/session the game is within reach of almost everyone.

The bottom line for you will be fewer headaches, less overhead, and greater profits. Would you rather have a guy come once a month for \$25 or 4 times a month for \$8 plus pellets and CO<sub>2</sub>? Profits will be up because of gun sales and fields will be full all the time.

One of our dealers is selling kits of 24 guns to corporations in his area so that their employees might have a gun at this field always in reserve. The corporate employee can come to the field and pay for pellets and CO<sub>2</sub> and a modest "Greens Fee". This dealer expects to sell 5 to 6 kits this season and that means 100's of new players.

Can you imagine the game of golf if no one ever bought their own clubs? The Country Clubs of America are thrilled to have people with their own equipment, because they can still sell golf balls, t-shirts, cleaning and repair service, etc. Top that off with a greens fee and indeed it does make very good business sense.

### **Reservations and Deposits**

It is now a proven fact that deposits must be obtained from all reservations or you'll wind up Saturday morning expecting 40 and having 30 people show. You must insist at the time of the reservation that if you do not receive a deposit three days in advance of the game date that you will not hold a reservation. It won't take long before your players get the message.

Most dealers are now incorporating MasterCard and Visa to expedite registration and deposits. Let's face it, we all love the path of least resistance. If you can call up a dealer, make a reservation and confirm it with a MasterCard number instead of mailing a check it's much easier. A one step reservation method is always better than two.

When you first start booking your games remember that players have a lot more fun if there are 20 or more people. Do not scatter your reservations over two days if you're only booking ten for one day and ten for the other. You tell the customer when the games will be held, not vice versa. Sample phone call:

Customer: Hello — Yes, I'd like to book four people for Saturday afternoon.

Dealer: Sorry — We're currently booking a game for Sunday afternoon. May I put you down for that?

Customer: Yes — that's okay.

Dealer: Please have a non-refundable deposit of ten dollars per person in our hands by Wednesday so that we may hold your reservation.

Customer: No problem — I'll stick a check in the mail.

If you're fortunate enough to be flooded with reservations the first month then certainly book morning and afternoon sessions for the weekend. If you're starting off a little slower, then book one day first before going into the second.

One more very important point! If you are booking teams either for regular play or sanctioned play, insist on a money order to protect yourself against bad checks. This will prove to make your life much easier and your bank account much healthier.

### Running Your Survival Game Office

Some of you won't need to run out and rent office space at this time. However, we do suggest you create an area in your home which provides some privacy.

The most important piece of equipment in your Survival Game business is your **telephone**. If you do not man your phone properly, you won't have to worry about running your field. Our largest complaint from the general public is, "I've called and left dozens of messages and have never had my calls returned."

Inquiries come into the National Survival Game headquarters daily both by mail and phone. These inquiries are directed to the dealer in their area. Please remember that some of your callers will have already spent a great deal of time trying to locate you. They do not want to wait another 3 or 4 days before you return their calls.

You should either have an office employee to handle calls or an answering machine. If you choose to use an answering machine, at some point in the message, tell the caller when they may expect to hear back from you or when you will be available to talk with them. Keep the message upbeat and brief! The caller does not want a minute-by-minute account of where you are or what you're doing.

If you hire an employee to answer your inquiries be sure to brief them well. They should be able to answer questions for both game players or

sub-dealer inquiries. Having them aware of the answers to all the questions will save you time and mass confusion at the time of registration.

**KEEPING ACCURATE RECORDS** on a daily basis will keep you from becoming totally confused.

Keep a complete list of all your inquiries. Their names, addresses and phone numbers can be used for many purposes in the future. An index card file is a simple way to start off. Along with this you will want to keep a list of all your players to date. These people should be notified of all game dates and special events on your fields. You may wish to send out a monthly calendar of events.

Keep copies of all your release forms. In case of a lawsuit this will be your first piece of evidence. Be sure your staff is aware of the importance of these forms.

Your accounting records should be kept on a daily basis. Trying to do it all at the end of the month becomes very confusing. Our accounting department does not send out monthly statements. Invoices are enclosed with your shipments. This invoice should be checked with goods shipped upon opening the carton. If you have an employee opening the cartons and inspecting the goods, you may want to have them initial the invoice and mark the date received. If a discrepancy is found, please contact NSG's shipping department immediately!

As you can see we have tried to cover at least, in part, all of the areas to be dealt with in setting up your Survival Game.

We will continually be updating this manual by adding and modifying sections periodically.

As we grow and refine the organization your input will be a very important addition.

When we send out questionnaires, it is critical that you take the time to fill them out. Without feedback from our dealers our hands are tied. As we all know a strong chain is only as strong as its individual links. Communication is vital.

**MAY YOU NOT ONLY SURVIVE - BUT FLOURISH!**

The NSG Staff



# NATIONAL SURVIVAL GAME ORDERING INFORMATION

- MINIMUM ORDER:** Minimum order is \$50.00, otherwise a \$5.00 surcharge will apply. Minimum order to qualify for a discount is \$150.00.
- PURCHASE ORDERS:** Must be used in ordering product. Purchase order records should be kept in one notebook and must be numbered and include date of order, products ordered, expected arrival of product, and to whom order was placed with. The end result is that should you have any questions regarding any order, both you and NSG will be better prepared to find a solution. A purchase order will also prevent dealers from submitting duplicate orders.
- TERMS:** C.O.D. or 5% 10 days, net 14, 1.5% interest charged at 20.  
To qualify for 5% discount:
1. Your account must be current.
  2. Product total of Invoice must **exceed** \$150.00.
  3. Discount is given on **Product** Total of Invoice.
  4. Discount is not given on Freight Charges.
  5. Payments must be **postmarked** within the 10 day period.
- CREDIT LIMIT:** Please call our credit department to establish a line of credit with NSG. Personal Guarantees must be signed by dealers before a line of credit will be given. If dealers choose not to sign the guarantee, products will be shipped on a C.O.D. basis only or advanced payments may be made to qualify for the 5% discount. Dealers may apply in writing to NSG for a higher line of credit. Higher credit lines will be determined by credit information, financial statements, personal guarantee, sales volume, and other factors that NSG deems pertinent.
- PAST DUE ACCOUNTS:** NSG, Inc. reserves the right to hold all shipments on past due accounts beyond 20 days. A finance charge of 1.5% at 20 days will be applied to all statements on past due accounts.
- FINANCE CHARGE:** A fee of \$15.00 will be charged to your account for checks returned for insufficient funds. Cash or money orders may be requested on all further payments. You may also be placed on a C.O.D. basis, until you have re-established your credit.
- SHIPPING:** All shipments are F.O.B. Potter Place, NH, by UPS unless otherwise indicated. Merchandise is usually shipped within five working days of receiving order unless desired shipping date is noted. Merchandise will not be shipped same day of order. UPS/regular delivery usually requires 3 to 10 business days depending on distance from NSG.
- BACKORDERS:** Items backordered may require three weeks' delay. However, those items will be shipped immediately when available. To eliminate unwanted double orders please do not re-order backordered items.
- RETURNS:** All dealers must have prior approval from NSG. Freight charges will be paid by dealer. Collect shipments and returns **without** an authorization sticker will not be accepted. All returns are subject to a 10% restocking fee.