

# Chalky Panthe

Your windows are the most visible, yet most underused marketing asset your venue has.

During sports seasons; Premier League, Six Nations, Wimbledon, the Ashes, fans are actively choosing where to watch.

These community engagement marketing ideas turn your frontage into a reason to watch sports at YOUR venue.

## 3 Window Mural Ideas That Put Your Community at the Heart of Sports Seasons

FREE IDEAS GUIDE FOR PUBS & HOSPITALITY VENUES

### Fan Portraits

Invite your regulars and social media communities to submit their best match day photo - scarf on, colours flying, pint raised! The winning fans get painted into your seasonal window mural. This will be a unique window, and the winner can proudly bring their network to see themselves front and centre at your venue!

#### HOW IT WORKS

Run on socials or in-house. Fans submit photos tagged with your pub and a campaign hashtag.

Followers vote for their favourite in a shortlist of 8. The top 3 winners are painted into the window artwork in time for the opening fixture.

Winners give written consent on entry, include this in your competition terms.

*Libby Hamilton | Window Artist*

INSTAGRAM: @CHALKY.PANTHE

WHATSAPP: 07539 845 381

*Check out my portfolio*



# Chalky Panthe

## Running the Fan Portraits Campaign A Practical Guide for Pub Managers

### Timeline

Launch 6 weeks before the opening game of the season

Voting closes 3 weeks before.

Design completed 2 weeks before.

Painting completed 1 week before opening fixture (installation on site will take approx. 2 days).

### Process

1. Engage with the window artist and post the competition on social media
2. Ask community to submit their photo with a caption explaining why they're the sport's biggest fan. *Include consent to likeness use in competition terms*
3. Put shortlist to a public vote — give a 48hr window
4. Re-engage with the window artist to design and install the artwork, sharing progress photos as it takes shape
5. Unveil on the day of the first fixture. Tag the winner. Watch it spread.

*Libby Hamilton | Window Artist*

INSTAGRAM: @CHALKY.PANTHE

WHATSAPP: 07539 845 381

*Check out my portfolio*



# Chalky Panthe

Your windows are the most visible, yet most underused marketing asset your venue has.

During sports seasons; Premier League, Six Nations, Wimbledon, the Ashes, fans are actively choosing where to watch.

These community engagement marketing ideas turn your frontage into a reason to watch sports at YOUR venue.

## Winning Chant

Ask your regulars and online communities to submit their funniest or most creative chant for the upcoming sports season.

The winning line gets hand-lettered as the centrepiece of your window display - big, bold, and visible from the street!

### HOW IT WORKS

Collect entries via a jar on the bar, a post on your socials, or a QR code.

Put a shortlist to the vote on social media!

*Libby Hamilton | Window Artist*

INSTAGRAM: @CHALKY.PANTHE

WHATSAPP: 07539 845 381

*Check out my portfolio*



# Chalky Panthe

## Running the Winning Chant Campaign A Practical Guide for Pub Managers

### Timeline

Launch 4 weeks before the opening game of the season.

Winner chosen 2 weeks before.

Design completed 2 weeks before

Painting completed 1 week before opening fixture (installation on site will take approx. 1-2 days).

### Process

1. Engage with the window artist and put a jar on the bar with paper slips
2. Post on socials too: "What's going on our window this season?"
3. Landlord/manager picks a shortlist of 5
4. Put to a vote at the bar on a busy evening... makes it an event in itself
5. Re-engage with the window artist to design and install the artwork, sharing progress photos as it takes shape

*Libby Hamilton | Window Artist*

INSTAGRAM: @CHALKY.PANTHE

WHATSAPP: 07539 845 381

*Check out my portfolio*



# Chalky Panthe

Your windows are the most visible, yet most underused marketing asset your venue has.

During sports seasons; Premier League, Six Nations, Wimbledon, the Ashes, fans are actively choosing where to watch.

These community engagement marketing ideas turn your frontage into a reason to watch sports at YOUR venue.

## Bold Predictions

Before the start of a season or tournament - ask your regulars and social media communities for their boldest predictions. The top 3 most outrageous calls are hand-painted onto your window for all to see.

Your window becomes a public record of your community's collective convictions, with plenty of opportunities for discussion, disagreement, bewilderment and engagement!

### HOW IT WORKS

Collect predictions via Stories or a pinned post. Shortlist the boldest 3 and once the artwork is visually installed a week before the beginning of the season, ask audiences on social media to vote for the prediction that they side with most. At the end of the tournament, post a comparison of the predictions against the results - pulling out some interesting comments while you're at it!

*Get in contact to find out more about how community-driven window murals can drive sports season engagement!*

*Libby Hamilton | Window Artist*

INSTAGRAM: @CHALKY.PANTHE

WHATSAPP: 07539 845 381

*Check out my portfolio*



# Chalky Panthe

## Running the Bold Predictions Campaign A Practical Guide for Pub Managers

### Timeline

Collect predictions 4 weeks before the opening game of the season.

Winners chosen 2 weeks before.

Design completed 2 weeks before

Painting completed 1 week before opening fixture (installation on site will take approx. 2 days) - voting for favourite and online discussions begin

### Process

1. Engage with the window artist and pin a social media post: "Give us your boldest prediction for the season"
2. Collect via comments and Stories
3. Shortlist the 3 most confident, specific, or entertainingly wrong calls
4. Book the artist to design and visualise the predictions on the window before the opening fixture
5. Photograph the window artwork and share on socials. Invite followers to vote on which they think could come true, and comment why
6. Share the results at the end of the season next to the predictions on the window mural.

*Libby Hamilton | Window Artist*

INSTAGRAM: @CHALKY.PANTHE

WHATSAPP: 07539 845 381

*Check out my portfolio*

