

# QuizBang!!

## Information & Site Setup

Our "DIY" sibling brand "QuizBang!!" is designed for business who want a lower-cost option for a recurring trivia night. This lower-cost is reflected in the limited resources and support we provide these sites compared to the other formats of the Trivia Mafia family like "Trivia Mafia Classic" and "Initials Game Live." Therefore, the account setup and onboarding process is different, too!

Let's walk you through how it works and how to set up a new "QuizBang!!" site using it's very own [AirTable Base](#).

**DISCLAIMER: For Sales & Account Management, anything in here regarding QuizBang!! should only apply to QuizBang!! and not apply to the processes of setting up new sites and account management for TMC or IGL.**

- [What is QuizBang!!? and the Business Model](#)
- [QuizBang!! Site Setup Process](#)

# What is QuizBang!!? and the Business Model

## QuizBang!!

QuizBang!! is Trivia Mafia's low-cost trivia offering where the site provides the host and prizes, while we provide them with recurring content emailed to them at the beginning of the week of their event; pens and answer sheets that they can reorder or print themselves; and marketing assets that include various digital versions of posters that allow them to market as "QuizBang!!," "Trivia Night," or whatever creative name they so choose!

The game format itself differs from "Trivia Mafia Classic" in that instead of one 2-hour game, it is instead two 45-minute games meant to be played back-to-back in an evening for a comparable 2-hour trivia event. Additionally, the content is more concentrated and more accessible to accommodate the fast-paced 45-minute game with an element of point wagering meant to widen the field and chances of winning!

For more information regarding what's typically included and how it works, see below for what is included in the "**New Site Signup Welcome**" email below:

- [Host Handbook](#)

This covers everything you or your host will need to know to run a smooth night of trivia. Includes all QuizBang rules, hosting best practices, and tips from folks who've hosted thousands of trivia nights.

- [Host Cheat Sheet](#)

An at-a-glance reference guide for your host.

- [Printable Answer Sheets](#)

We're putting a Host Welcome Kit in the mail for you, which includes a pad of 100 answer sheets. Just in case that doesn't arrive in time for your first night, you can print this answer sheet for use on your first night. Remember: Each QuizBang night consists of two quizzes, so teams will need two answers each to get through the night.

And here are some marketing graphics for you to use in advance of your first night:

### **Printed Posters**

Put them up everywhere! Let your patrons know trivia is coming. All posters contain a blank space for you to add the day and time of your trivia. Use any program that adds text to image to create your poster. (Let me know if you have any trouble or need any assistance.)

- **"QuizBang"** posters (if you plan to call your trivia night "QuizBang Trivia"): [Yellow](#) / [Red](#) / [Blue](#)
- **"Trivia Night"** posters (if you plan to call your trivia night "Trivia Night"): [Yellow](#) / [Red](#) / [Blue](#)
- **Blank Posters** (Name your trivia night whatever you like! "Sheila's Trivia Night," "**[NAME OF VENUE]** Trivia," "Smarty Pants Trivia Challenge".... be creative!): [Yellow](#) / [Red](#) / [Blue](#)

### **Social Media Graphics**

- Let your followers know you're starting a trivia night! [Yellow](#) / [Red](#) / [Blue](#)

# **The QuizBang!! Business Model**

As mentioned, QuizBang!! is less expensive for businesses to run than the other game formats under Trivia Mafia. We offer a 4-week trial for free and then charge just \$35/week (or \$50/event for non-weekly frequency) after that period for them to continue running their trivia night.

The reason we are able to charge such a low rate for these services is due to our lack of expenses - both monetary and time-based - on these accounts.

# QuizBang!! Site Setup Process

## Where Do QuizBang!! Sites Come From?

New prospective venues looking for trivia will fill out the "Contact Form" at

<https://www.quizbangquiz.com/contact>.

Once submitted with their information, a new "QB lead" is created in the [QuizBang AirTable Base](#). This also triggers an automated email to be sent to the prospective site's contacts' email with information and next steps, as well as a Slack notification in the **#quizbang-leads** channel.



**QuizBangBot** APP 2:32 PM

Someone just filled out the QuizBang contact form!

Natreum

Minneapolis MN 55416, US, MN

<https://airtable.com/appapUqJBumImY6aq/tblgdd3UsjFFYG1PE/recRca7Oq2iaNs5UF>

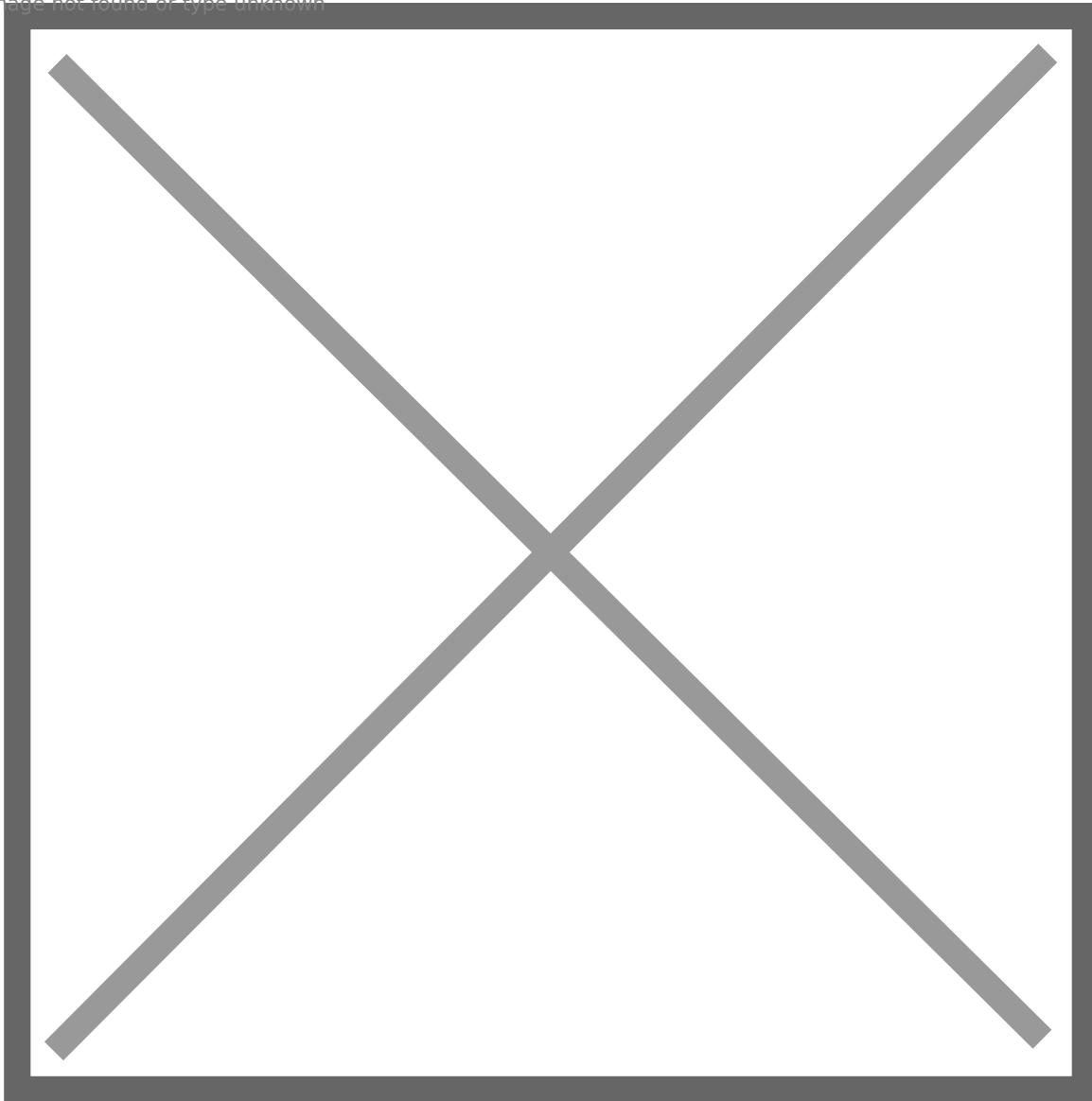
(No action needed: They've already received a response!)

The automated email is sent from [quizbang@triviamafia.com](mailto:quizbang@triviamafia.com) looks like this:

Hi there [First Name],

Thank you for your interest in bringing QuizBang to [Site Name]! Let's get you some trivia.

Image not found or type unknown



## How it works:

- [QuizBang!!](#) is a fast-paced trivia game designed for taprooms, sports bars, restaurants, taverns, cafes, or any other venues looking to add a lively trivia game to their weekly schedule.
- You'll run **two 45-minute games of 15 questions**, focusing on the best trivial factoids from pop culture, music, movies, sports, and television (with just enough history, science, geography and current events tossed in too).

- The game includes point-wagering strategy as well as elements of chance, so you don't need to be a "Jeopardy!" champ to have a chance at winning. Plus, it's produced by [Trivia Mafia](#), so you know the questions will be top-notch, well-written, fully researched, and super fun.
- **We provide:**
  - All trivia content, plus slideshows for both quizzes, delivered to your inbox every week (or bi-weekly, or monthly—whichever schedule works best for you).
  - Digital marketing assets and templates for printed promotions
  - Answer sheet pads + pens
  - A complete Host Handbook to help guide and train your host
  - Customer support to help ensure your trivia night succeeds
- **You provide:**
  - A trivia host (good news: It's fun! And easy!)
  - Prizes for the winning teams (recommended: gift cards at \$20/\$10 values for each game—four cards total)

## Samples:

- [Here's a sample quiz](#). We share these as Google Sheets. Each quiz consists of two of these sheets.
- [Here's a sample slideshow](#). We provide one of these with every quiz.
- [Here's a sample answer sheet](#). We provide pads of these, plus pens.
- [And here's our info sheet and rate card](#), for your reference.

## How much it costs:

**Just \$35\* per  
event/location!**

# AND you get four weeks FREE when you sign up for weekly trivia!

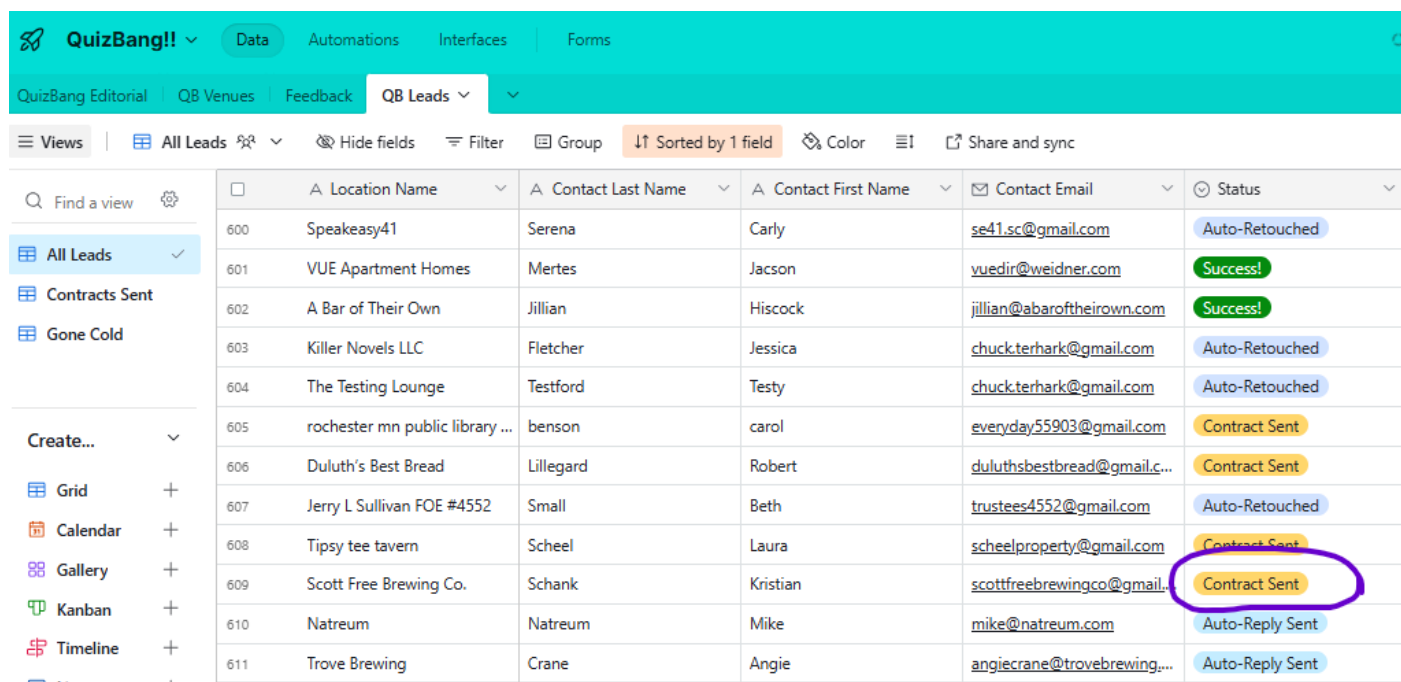
(\*This is the weekly trivia price. Monthly trivia = \$50/event; twice monthly = \$40/event. Your free trial is contingent on remaining a subscriber for at least one month after your trial.)

Great trivia is a proven way to get regular crowds returning to your business week after week, even on those slower weeknights. Our customers report sales increases of 40-60% compared to non-trivia weekdays!

Let's talk about getting your free trial set up. Just reply to this email to get started!

## They Liked the Email and They Want to Do It!

If the contact replies that they want to do it, find their record in the QB Leads table and update their Status from "**Auto-Reply Sent**" to "**Contract Sent**."



QuizBang!!						
Data Automations Interfaces Forms						
QuizBang Editorial QB Venues Feedback QB Leads						
Views All Leads Hide fields Filter Group Sorted by 1 field Color Share and sync						
	A Location Name	A Contact Last Name	A Contact First Name	Contact Email	Status	
600	Speakeasy41	Serena	Carly	se41.sc@gmail.com	Auto-Retouched	
601	VUE Apartment Homes	Mertes	Jacson	vuedir@weidner.com	Success!	
602	A Bar of Their Own	Jillian	Hiscock	jillian@abaroftheirown.com	Success!	
603	Killer Novels LLC	Fletcher	Jessica	chuck.terhark@gmail.com	Auto-Retouched	
604	The Testing Lounge	Testford	Testy	chuck.terhark@gmail.com	Auto-Retouched	
605	rochester mn public library ...	benson	carol	everyday55903@gmail.com	Contract Sent	
606	Duluth's Best Bread	Lillegard	Robert	duluthsbestbread@gmail.c...	Contract Sent	
607	Jerry L Sullivan FOE #4552	Small	Beth	trustees4552@gmail.com	Auto-Retouched	
608	Tipsy tee tavern	Scheel	Laura	scheelproperty@gmail.com	Contract Sent	
609	Scott Free Brewing Co.	Schank	Kristian	scottfreebrewingco@gmail...	Contract Sent	
610	Natreum	Natreum	Mike	mike@natreum.com	Auto-Reply Sent	
611	Trove Brewing	Crane	Angie	angiecrane@trovebrewing...	Auto-Reply Sent	

Once the Status is changed to "**Contract Sent**" that triggers an automated email is sent to the contact with the PandaDoc sign-up form.

When the contract/sign-up form in PandDoc is signed, a Slack notification is generated in the **#quizbang-leads** channel:



**QuizBangBot** APP 10:19 AM

Heads up! A QuizBang contract has been completed:

Scott Free Brewing Co. - QuizBang - New Customer Setup + Payment Auth

<https://app.pandadoc.com/document/v2?token=5d5795f198ef74841fde44cecb911193f54e7544>

When you get this message, you will then flip their Status to **"Contract Received"** and that action creates the site's new record in the **"QB Venues"** Table:

QuizBang!!					
Data Automations Interfaces Forms					
QuizBang Editorial QB Venues Feedback QB Leads					
Views All Leads Hide fields Filter Group Sorted by 1 field Color Share and sync					
	A Location Name	A Contact Last Name	A Contact First Name	Contact Email	Status
600	Speakeasy41	Serena	Carly	se41.sc@gmail.com	Auto-Retouched
601	VUE Apartment Homes	Mertes	Jacson	vuedir@weidner.com	Success!
602	A Bar of Their Own	Jillian	Hiscock	jillian@abaroftheirown.com	Success!
603	Killer Novels LLC	Fletcher	Jessica	chuck.terhark@gmail.com	Auto-Retouched
604	The Testing Lounge	Testford	Testy	chuck.terhark@gmail.com	Auto-Retouched
605	rochester mn public library ...	benson	carol	everyday55903@gmail.com	Contract Sent
606	Duluth's Best Bread	Lillegard	Robert	duluthsbestbread@gmail.com	Contract Sent
607	Jerry L Sullivan FOE #4552	Small	Beth	trustees4552@gmail.com	Auto-Retouched
608	Tipsy tee tavern	Scheel	Laura	scheelproperty@gmail.com	Contract Sent
	Scott Free Brewing Co.	Schank	Kristian	scottfreebrewingco@gmail.com	Contract Received
610	Natreum	Natreum	Mike	mike@natreum.com	Auto-Reply Sent
611	Trove Brewing	Crane	Angie	angiecrane@trovebrewing.com	Auto-Reply Sent

You will then go into the "QB Venues" Table and begin completing the site's record fields with the information they completed in the form, which you can get to by following the link the the Slack notification from above:

**\*\*VERY IMPORTANT: DO NOT UPDATE THE STATUS UNTIL YOU HAVE FILLED OUT THE RECORD WITH THE COMPLETE INFORMATION.\*\***

When you have completed filling out the fields from the information on the sign-up form THEN you will update the Status to "Contract Received" as the last step as that sends notification to shipping channel for supplies and notifies Chuck to schedule the automated billing.



QuizBang!!

DataAutomationsInterfacesForms

QuizBang Editorial

QB Venues

FeedbackQB Leads

Extensions

Views

All Sites

2 hidden fields

Filter

Group

Sorted by 2 fields

Color

Share and sync

Find a view

All Sites

Active Sites

New Venue Setup

<input type="checkbox"/>	A Name	Status	<input checked="" type="checkbox"/> ACH/CC Auth Form Received	<input checked="" type="checkbox"/> Auto Transaction Sch...	<input checked="" type="checkbox"/> Welcome Email S...	Start Date
96	Santelli Pizza & Pasta	HIATUS	✓	✓	★	1/17/2024 5:00pm
97	Savage American Legion	ACTIVE	✓	✓	★	9/28/2022 6:30pm
98	Sawyer Ice House	ACTIVE	✓	✓	★	8/22/2023 6:00pm
<input type="checkbox"/>	Scott Free Brewing Co.					
100	Second Chapter Brewing	ACTIVE	✓	✓	★	1/4/2025 6:00pm
101	Severance Brewing	ACTIVE	✓	✓	★	1/11/2023 10:02pm

### Who Does What for Final Account Setup Steps?

You can check the box for "ACH/CC Auth Form Received" as that is the sign-up form, but leave the "Auto Transaction Schedule" blank as Chuck will be responsible for setting that up.

Sam will be responsible for sending the "Welcome" email.

## QuizBang!! Welcome Email Template

Hi there,

Your QuizBang!! Signup Form has been received! You're all set to start your new trivia night.

**A few resources** for you as you prepare to launch trivia at **[NAME OF VENUE]:**

- [Host Handbook](#)

This covers everything you or your host will need to know to run a smooth night of trivia. Includes all QuizBang rules, hosting best practices, and tips from folks who've hosted thousands of trivia nights.

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### Social Media Graphics

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### When to expect your first trivia delivery:

We send the weekly trivia materials on Monday afternoons. You will receive your first delivery on the Monday before your start date **of [INSERT START DATE]**. If you need it sooner, just let me know.

Thanks again! We're thrilled you've chosen QuizBang to help with your trivia adventures. We're always here to help in case you have any questions at all.

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## Last Special Notes for AirTable

- The time you enter in **"Event Start Time"** field does not matter. You can fill it in with whatever.
- Selecting the **"Version"**
  - A site in the US will be "Regular"
  - A site in Canada or anywhere else will be "International"

Once the Site Record in **"QB Venues"** has been updated with the information from the sign-up form and "Welcome" email has been sent - That is it!