



Wildside X Edzo's

Partnership Pitch



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Common Goal

We are both in the business of getting more business. For **Wildside**, this is signups to be a member of the organization. For **Edzo's Burger Shop**, this is getting more foot traffic in the restaurant.

How to best meet that goal, together:

NUMBB Game Days

Initial Partnership Ideas

Wildside Sticker = Edzo's Discount

Partner with
Northwestern
Wildside for an event
preceding a
Northwestern Men's
Basketball game

X% off your Edzo's
order if you are a
member of Wildside

Wildside Secret Edzo's Order

Students with a
Wildside sticker can
order the secret order
- "Can I get a Burger
for Boo?"

Ordering this way will
win you a free side of
fries throughout
NUMBB Season

In-Game Integration

Create a custom
Wildside Bingo Board

Pick up Bingo Board
before the game at a
Wildside Merch Table

Those who get "Bingo"
will get a free side of
Edzo's Fries

Player Partnership Possibilities

Activations involving players, especially endorsements from players, will be *huge* in driving traffic to Edzos



Boo Buie x The Epic Burger



Anything else that comes to mind?

Similar past partnerships?

Ways to meet both of our goals?

Excitements? Questions?



THANK YOU!