

## Behold! It's the **Cthulhu Fluxx Launch Kit!**

Take a moment to check out the contents (if you dare)!

- 1 **Demo Copy** of Cthulhu Fluxx
- 3 Cthulhu Fluxx **Posters**
- 1 Cthulhu Fluxx **Playmat**
- 25 peel-off **Promo Card Postcards**: "Hastur"
- 1 **Sell Sheet** with key selling points
- 1 Cthulhu Fluxx Launch Team limited edition **Challenge Coin!**



## You're doomed... ...to run some amazing events!

This kit was created to give official members of the Cthulhu Fluxx Launch Team the things they need to **play and promote** the new card game. Whether you are a Retailer or a Looney Labs Game Technician, the contents of the kit will enable you to create some creepy and cool event experiences with Cthulhu Fluxx!

**THE COIN** is for the person who will be using this Kit - Congratulations and welcome to the Launch Team! (Retailers: If you are not the person who will be personally promoting the game, please give the coin, this letter, and everything else to the employee or customer who will be demoing the game for you. The coin is NOT a prize for someone who plays in a demo, it is a reward for the person who is on the team helping promote the game.)

**THE DEMO COPY** of Cthulhu Fluxx is yours to play this exciting new version of Fluxx with as many people as you can. First, have a look through the rulebook. There are new rules in this version of Fluxx and as a Launch Team member you should have a working knowledge of the game before you teach the game to others.

**THE PLAYMAT** is a simple way to teach Cthulhu Fluxx to new players, and show off the cool new art while you are doing it. You can pass it along to another player or use it as a prize if you don't want to keep it yourself.

**THE PROMO CARD POSTCARDS** can be used in any version of Fluxx! Keep one for yourself, give the rest away as participation promos to everyone you play the game with. More promo cards are available in the Game Tech store if you run out.

**THE SELL SHEET** contains a great list of key selling points for the game, please review these so when talking to a retailer or someone new, you can promote the reason to buy this version of Fluxx.

**THE POSTERS** make great prizes if you run a mini-tournament, and you can keep a poster for yourself. You can download (<http://looneylabs.com/literature>) a colorful **Event Announcement Flyer** to promote your events.

## Just for Retailers...

Thanks for ordering the Launch kit. Please look at the suggestions above but also these retailer ideas...

You can download (<http://tinyurl.com/7dbrxhj>) a **Preorder Sign-Up Sheet** from our web site. In addition to using the promo cards as rewards for participation, they can also be used as sales or pre-order incentives. Give one promo card per game purchased. Since they work in any version of Fluxx, people may want several, and you can sell additional copies outright for the clearly marked price of \$1.00 each. You can even use the back of the postcard to put your store information, special deals or even event announcements! The Sell Sheet has all the information you need to order more promo cards and Fluxx from your distributor. Please hang up one of the Posters - it will look great in your store, and let your customers know you sell the game!

If you have any questions, or have any ideas or feedback you want to share, we would love to hear from you! Contact us at [thelab@looneylabs.com](mailto:thelab@looneylabs.com) -or- call us at 301-441-1019. Thanks for helping us promote our games!

# Looney Labs Launch Event Guidelines for Game Techs

You have your Launch Kit... what do you do next? Here are some simple guidelines to help you run events.

## The Golden Rule (of demoing)

**When you run any event, the goal is to make sure all the players have fun.** You want everyone to walk away feeling like they could have won and can't wait to play again. The point is not for you to win, but rather to make sure that all the players have fun while they learn the game. This makes for a positive event experience.

## Private Event vs Public Event

We encourage all Game Technicians to run the sorts of events that best fit their own level of commitment and time constraints. You can run a **Private Event** with your friends and family, at work or in the comfort of your own home. Or you may decide to hold a **Public Event**, which will take place in a public area such as a library, bookstore, or best of all: your friendly local game store. Here are some guidelines you will want to follow:

Private Event: Here are a few key things to remember when hosting an event with friends, co-workers or family.

- **Observe the Golden Rule above...**especially when holding a Demo.
- Everyone should receive a **Participation Promo Card** simply for playing.
- **Tell the players where they can get the game.** Recommend a local game store, the Looney Labs web-store or another way to purchase the game.
- **Take the next step:** The players may be interested in playing in a **mini-tournament**. Plan one soon!
- **Encourage them to sign up for the Fan Club and maybe become a Game Technician themselves!**

Public Event: Use the guidelines above for a Private Event, with this important addition...

- **Preparation:** Make arrangements with the host of your venue to be sure the space is available. Then download our handy Event Announcement Flyer (<http://tinyurl.com/79td5t2>) to create an announcement describing the time, place and details of the event. Put up the flyers to promote your event, and also post it at the Looney Labs Fan Club site. Your Launch Kit has only one demo copy, so it can only accommodate up to six players, so if you have less than six, feel free to play and observe the Golden Rule. But if six players want to play, sit out and simply moderate the event.

## Demo vs Tournament

Whether you are holding a Demo or a Mini-tournament (mini since you only have one deck), Private or Public here are some suggestions on how to make it a success.

Demo: You are giving players their **very first impression** of a game. Here are a few things to remember...

- **Don't read the rules to the players.** Make sure you know the rules before you start. Describe how to win, and what you do on your turn, then set the game up and start playing slowly, explaining as you go. This keeps the players engaged throughout the entire demo.
- **Focus on one game.** Plan on demoing only this game and then playing it multiple times. This allows the players to really learn the game and gives more players a chance to win. Winning is fun!
- **Don't always try to win.** It may sound silly but when teaching new players, nothing is as demoralizing as getting defeated in a game by someone who knows the game well and wins all the time. Create a positive play experience for new players, give them hints on game play and help *them* win!

Mini-Tournament: Running a mini-tournament assumes everyone has played Fluxx before, and the players are ready for a bit more of a competitive atmosphere. When you run a mini-tournament, only play one game version during the entire session. This one game will be played multiple times, and one player will emerge victorious.

- **Scoring:** When holding a mini-tournament, play the same game version at least three times. If one player wins two games, they are the winner of the tournament. If different players win each game, have a playoff game with only those players and the winner of this game is declared the tournament winner.
- **Time:** Since games can vary so much in length, pick a total length of time for your mini-tournament in advance so players (and the retailer) will know when the event will end.
- **Awarding prizes:** At the end of the mini-tournament, award a **poster** to the first place winner. You can also customize the prizes any way you like and think of other ways to reward your players.

Always try to make the experience one your play group will never forget! Any questions, comments or suggestions? Please contact us at: [fan-support@looneylabs.com](mailto:fan-support@looneylabs.com) **Thanks for helping us promote our games!**