

THE LOCAL QUIZ COMPANY

SAMPLE QUIZ PARTNER PACK

Professionally prepared quiz nights for pubs, clubs and multi-site operators

Better quizzes bring bigger crowds.

A sample of the content, format and support that can be supplied to participating venues every week.

A simple way to support your pubs

The idea is straightforward: we provide professionally prepared, ready-to-run quiz content that can be distributed across your estate, allowing individual venues to host a high-quality quiz night with minimal preparation.

Rather than giving managers another job to do, the package is designed to make the evening easy to deliver using clear quizmaster notes, prepared questions, handout rounds and natural breaks.

Because the same (or similar) quiz can be provided for use across multiple venues, costs for each venue can be extremely low.

Why our format works

- Quiz nights are a proven, popular way to generate regular business on quieter evenings
- To plan, prepare and present an enjoyable and challenging quiz night can require hours of preparation – or alternatively the need to pay someone to do all the work for you. The cost for this can typically range from £80 to £150 per evening (for example costs, see <https://www.facebook.com/groups/mobiledjnetwork/posts/29055818207365531/>).
- Quizzes can vary tremendously in quality, and a poor event will result in crowds that won't bother coming back. Downloading questions from websites can be a time-consuming and relentless task and enjoyment of any quiz largely depends on having well-balanced and entertaining questions to engage the audience.
- If you have the necessary music licence, rounds including TV and/or film themes, spot the intro, name

the singer etc can turn an average quiz into a great one.

- Table rounds are really valuable. Carefully chosen questions where you can ask for the top ten or top twenty in a list gets teams thinking and talking and they can be happily left for 15 minutes whilst the host maybe compiles the scores and serves drinks.

OUR QUIZ PHILOSOPHY

The best questions aren't impossibly obscure. They are the ones where people say "I should know that" to most questions (whilst also having some more challenging ones for the enthusiasts).

We also believe that specialist rounds (such as Sport and Fashion) need to be carefully planned because they can run the risk of excluding part of the audience. It's usually better to mix rounds up to include everyone throughout the evening.

THE QUIZ PARTNER MODEL

We provide:

Fresh, professionally prepared quiz content every week.

You provide:

Distribution to participating venues.

Your pubs receive:

A ready-to-run, exceptional quality quiz with table rounds and music clips requiring minimal preparation.

The benefit:

A low-cost way to drive quieter-night footfall while reducing preparation and hosting costs.

The cost:

Potentially from around £10 per participating venue per week.

What's the benefit for pubs and clubs?

- It's a different way to look at quiz nights, opening the opportunity to make more money:
- Creates a reason for customers to visit on traditionally quieter evenings.
- Removes the risk of committing to paying a quiz host and not attracting sufficient numbers

- Saves money on quizmaster hosting costs
- Saves managers hours of research, preparation and formatting every week.
- Provides an entertaining, consistent and professional standard across participating venues.
- Uses table and handout rounds to create natural breaks freeing up the host for a short time.
- Can be adapted to suit different audiences, venues and preferred running times.

A typical weekly package can include

General Knowledge

Carefully curated questions across a broad range of subjects.

Music & Mystery Voices

Optional audio-based rounds for appropriately licensed venues.

Quizmaster's notes

Simple running instructions, timings and marking guidance.

Table & Picture Rounds

Entertaining handouts that keep teams engaged between spoken rounds.

Tiebreakers

Ready-to-use questions for close finishes.

Print-ready materials

Professionally formatted sheets ready to distribute or print.

Note on music: where recorded music is used, the venue should ensure that its music licensing covers the intended quiz use.

Quizmaster running guide – example

The weekly pack includes a simple running sheet so that a member of staff can pick it up and run the evening with very little preparation. Although this looks quite detailed, the format can soon be picked up and is simple to repeat. (Note: this example assumes that teams will swap answer sheets with the nearest table for marking).

This example includes five spoken rounds of ten questions, with optional music or mystery voice clips. It also suggests two table rounds, which provide natural intervals and encourage discussion. Quizzes can, of course, be shortened or extended to suit each venue's preference.

Approximate time	What happens	Time allowed
19:30	Host welcomes teams and distributes first table-round. Advise that these should be completed during the first hour of the quiz night, and that after round 2, the answer sheets will be swapped, marked and collected. Tell the audience what to expect – eg “We will have a table round and three question rounds before an interval and then we will have another couple of rounds and a table round in the	5 minutes

	second half. Expect to finish around 10pm".	
19:35	Round 1 – General Knowledge / themed round. 10 spoken questions.	10 minutes
19:50	Ask teams to swap answer sheets and mark. Host collects.	10 minutes
20:00	Round 2 – Music or themed round. 10 spoken questions	10 minutes
20.10	Ask teams to swap answer sheets and mark. Host collects.	10 minutes
20.20	Round 3 – General Knowledge / Entertainment / themed round. 10 spoken questions	10 minutes
20.30	Ask teams to swap answer sheets and mark. Host collects.	10 minutes
	Interval. Host advises an interval of around twenty minutes. States that first table round will be swapped and marked after the interval. Host records and collates team scores to date.	
20:50	Ask teams to swap first table-round answer sheets and host gives answers. Collect answer sheets. Host distributes second table-round and states that this will be swapped and marked after the final spoken round.	10 minutes
21:00	Round 4 – Themed round / Music / Mystery Voices. 10 spoken questions (with clips if appropriate).	15 minutes
21.15	Ask teams to swap answer sheets and mark. Host gives answers and collects.	10 minutes
21.25	Round 5 – Themed round / General Knowledge. 10 spoken questions (with clips if appropriate).	15 minutes
21.40	Ask teams to swap answer sheets and mark. Host gives answers and collects.	10 minutes
21:50	Ask teams to swap second table-round. Host gives answers and collects.	10 minutes
22.00	Interval whilst host records all the answers and totals to identify the winner.	
22.15	Announce winners. (Have a tie-break question for when needed).	

Key operational benefits: Timings are flexible - the handout and table-rounds deliberately create periods when teams remain occupied, giving the staff member running the quiz an opportunity to attend to other bar duties.

More than one table round is often given out as these are very popular and enable bar managers to serve drinks and collect glasses etc.

Sample spoken round (category Entertainment)

A short selection showing the style and breadth of the question bank. In a live pack, questions and answers would be supplied on separate host sheets.

No.	Question	Answer
1	What is the name of Batman's butler?	Alfred Pennyworth
2	Which 2008 superhero film featured Heath Ledger as the Joker?	The Dark Knight
3	Who won the first series of I'm a Celebrity... Get Me Out of Here!?	Tony Blackburn
4	Who portrayed Gandalf in The Lord of the Rings film trilogy?	Ian McKellen
5	A red Ferrari 308 GTS was the car of choice for which TV detective?	Magnum P.I.
6	How many episodes of Fawlty Towers were broadcast in total?	12
7	Which presenter did Will Smith slap at the 2022 Oscars?	Chris Rock
8	In what year was the Live Aid concert held?	1985
9	Q supplies the gadgets and weapons to James Bond. What does the letter Q stand for?	Quartermaster
10	Give any year in the lifetime of escape artist Harry Houdini.	1874–1926

Table rounds add variety and keep teams occupied while creating useful breaks in the spoken quiz.

Sample table round – Top Ten

Name the ten U.S. states whose names consist of two words.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Quizmaster answers: New Hampshire; New Jersey; New Mexico; New York; North Carolina; North Dakota; Rhode Island; South Carolina; South Dakota; West Virginia.

Many other entertaining and varied table round questions are available such as:

- Name the 10 animals represented by the title characters in the Beatrix Potter Collection
- Name the 10 James Bond films with 3- or 4-word titles ("A" is a word)
- Name the 10 football clubs and children of David Beckham. (The 6 clubs he played for in his professional career, including loan spells, and the first names of his 4 children).

Other table-round formats available

- Many top ten or top twenty lists, dingbats, word puzzles, "alphabet quizzes", acronyms, song lyrics, brainteasers, picture rounds etc etc (multiple excellent table rounds available). For example:

Short sample dingbat puzzles (can you guess the well-known word or phrase from the clues?)

NE1 41 0IS?	GIVE x4 GET x 4	EDacheIS	SILVERSTO	HELL 2 Heaven 1
Anyone for tennis?	Forgive and forget	A pain in the backside	Short circuit	Paradise Lost

- Picture identification (many similar ones available)

Short sample picture round (in this case, UK landmarks)

			
British Museum	Battersea Power Station	MI6 Headquarters on the Thames	Giant's Causeway

- **Connections and common links**

Short sample connections round (usually 20 questions):

Please name the famous people with connections to (available for all counties, but in this example) Warwickshire:

Born 1947 in Coventry, highly successful record producer (his acts have had 22 UK number ones), train enthusiast and one-time Pop Idol judge.
Coventry-born footballer who played for the Sky Blues, Arsenal and Wolves amongst others. Managed Wimbledon in their win over Liverpool in the 1988 FA Cup final.
Bedworth-born showjumper, in 2012 won an Olympic gold medal as part of the GB team (at the age of 54). Four years later, he won the individual Olympic gold medal at his seventh Olympic Games.
TV presenter and journalist born in Warwickshire 1954, received OBE for her campaign supporting research into child health and cot death in particular. Currently hosts a morning TV show on GB News.

(Answers: Pete Waterman, Bobby Gould, Nick Skelton, Anne Diamond)

Alphabet round

- How about an alphabet quiz (where answer number one begins with the letter A, number two begins with B and so on? Twenty-six questions can keep a team guessing for quite a while and we have created many of them:

Short sample alphabet round (26 questions in full round)

	Question	Answer begins with
1	What Latin word means “elsewhere”	A
2	What is the surname of the author who wrote the book ‘Jaws’?	B
3	Who said in 2007: “I have a lot of good moments, but the one I prefer is when I kicked the hooligan.	C
4	What is the common name of Atropa Belladonna, a poisonous plant with red fruit?	D

(Answers: Alibi, Benchley, Cantona, Deadly Nightshade)

- How about an ever-popular song lyric round? We have created many of these.

Short sample song lyrics round (usually 20 questions)

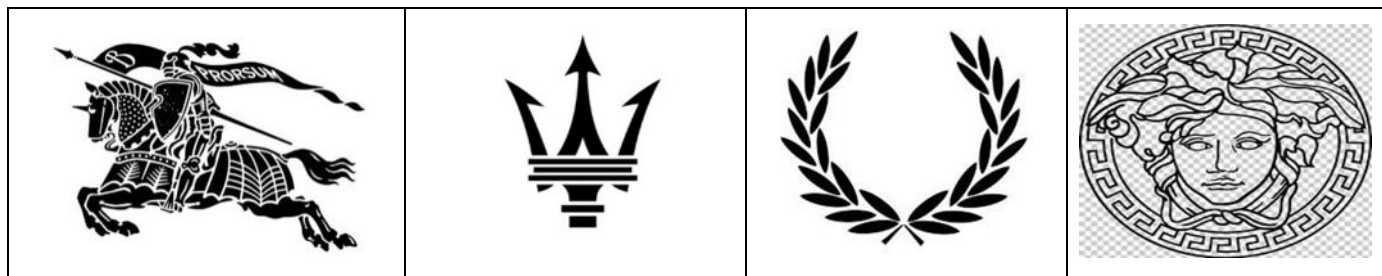
1.	Backbeat, the word is on the street, that the fire in your heart is out	1995
2.	Sometimes it lasts in love, but sometimes it hurts instead	2011
3.	So, when I'm lying in my bed, thoughts running through my head	1997

4.	Look, if you had one shot or one opportunity	2002
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Answers: Wonderwall/Oasis, Someone like you/Adele, Angels/Robbie Williams, Lose Yourself/Eminem.

- Logos, famous faces and themed visual rounds

Short sample logo round (usually 20 questions)



Quizmaster answers: Burberry, Maserati, Fred Perry, Versace

Many themed picture rounds

Such as – can you name the actor and the superhero they are playing?

Short sample superhero round (usually 10-20 questions)



(Answers: Elizabeth Olsen as Scarlet Witch, Benedict Cumberbatch as Dr. Strange, Tom Holland as Spider-Man and Tom Hiddleston as Loki.)

Music & Mystery Voices

Audio rounds can add a completely different dimension to a quiz night. The full service can include themed music ideas and mystery voice rounds for venues whose licensing permits the intended use.

Example music round: All About the Birds (either the song title or the artist refers to our feathered friends: 10 – 25 second clips provided)

1. Blackbird (The Beatles)	2. I'm Like a Bird (Nelly Furtado)
3. Little Red Rooster (Rolling Stones)	4. Lyin' Eyes (The Eagles)
5. Pretty Flamingo (Manfred Mann)	6. Rockin' Robin (Michael Jackson)
7. Ride a White Swan (T Rex)	8. Three Little Birds (Bob Marley)
9. When Doves Cry (Prince)	10. Birds of a Feather TV series theme

Short sample music clips (many clips available, double click to play)

 Blackbird.mp3	 I'm Like A Bird.mp3	 Little Red Rooster.mp3
1. The Beatles	2. Nelly Furtado	3. The Rolling Stones

(Please note that clips may not play in a pdf document unless you have the required reader. These will normally be provided in MP3 format in a Word document for quiz purposes).

Example TV-theme

Identify the television series from its iconic theme tune. All the popular ones available including Cheers, Friends, Game of Thrones, Hollyoaks, Sex and the City, SpongeBob SquarePants, Springwatch, Stranger Things, The Rockford Files, The Sopranos etc etc. (Multiple clips available, 10 – 20 second clips provided).

Short sample TV-theme clips (double click to play)

 Cheers.mp3	 Springwatch.mp3	 Sex and the City.mp3
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(Please note that clips may not play in a pdf document unless you have the required reader. These will normally be provided in MP3 format in a Word document for quiz purposes).

In summary: What your venues receive

- **Ready to run** – No hours spent searching the internet for questions or formatting handouts.
- **Balanced content** – A broad mix intended to keep different ages and interests engaged.
- **Print friendly** – Question and answer rounds, quizmaster notes and answer sheets are all delivered ready

to print

- **Built around pub operations** – Table-rounds provide natural service breaks.
- **Consistent quality** – The same professional standard can be distributed across an estate.
- **Flexible** – Venues can select from supplied rounds to suit their own audience and preferred quiz length.
- **Fresh material** – A continuing supply of rounds means managers do not have to reinvent the quiz each week.

For a regional or national operator

One supplier. One weekly package. Multiple venues. Minimal administration.

The Quiz Partner model is designed to let a pub or club group offer practical business support to participating venues at a minimal cost per site, while giving individual managers a ready-made tool for encouraging “quieter-night” trade.

We can provide literally hundreds of quiz rounds, table rounds, picture rounds and specialist rounds that are exclusively available through The Local Quiz Company. We would be very happy to demonstrate more of the collection at your convenience and discuss how it could be tailored to your venues.

Interested in trying it?

This pack is only a small illustration of the range available. A normal weekly package can be tailored around the format, audience and running time preferred by participating venues.

Cost?

Our model is designed to make professionally prepared, quality quiz content extremely cost-effective when supplied across multiple venues. Providing quiz content that is unique for a particular evening also ensures that content is never duplicated and we are happy to consider exclusivity across certain areas or groups.

Depending on the number of participating sites, cost can be as little as £10 per venue per week with alternative group and unlimited-use arrangements available.

We would be happy to tailor a simple package to suit the size and requirements of your estate.

LET'S TRY IT IN YOUR PUBS

There's no need to commit to any future involvement or estate-wide rollout.

- We'll provide a complimentary evaluation pack.
- Let a selection of your managers see the material.
- Try it in a handful of venues if you wish.
- Get feedback from staff and customers.

If it works, we would be pleased to discuss a wider rollout.

Please feel free to request the no-obligation sample quiz night pack by dropping me a line at

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Better quizzes bring bigger crowds.

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