

uFire.

ENTERTAINMENT & EXPERIENCES

Axes Flying, Groups Booking, Content Going Viral.

Axe throwing is inherently social — people go in groups and post every bull's-eye. uFire turns those posts into paid ambassador campaigns that drive date nights, bachelor parties, and team outings through your lanes.

THE PROBLEM

Why Axe Throwing Venue Businesses Struggle to Grow

Discovery Happens Through Social Proof, Not Search

Nobody spontaneously Googles 'axe throwing near me.' They go because a friend posted about it and it looked incredible. Without ambassador content, you're invisible to first-timers.

Empty Lanes Are Lost Revenue Forever

Axe throwing venues live on hourly lane bookings. Empty lanes during off-peak hours represent permanent revenue loss that ambassador-driven social content can prevent.

Your Best Content Walks Out the Door

Every bull's-eye celebration, every first-throw reaction — it gets filmed and posted. But without ambassadors, your venue isn't tagged or credited.

THE SOLUTION

How **uFire** Works for Axe Throwing Venue

1

Recruit Thrilled Participants as Ambassadors

We enroll groups who had an amazing time at your venue. They post their highlights — the first bullseye, the team competition, the overall experience — to their entire local network.

2

Launch Group Outing Content Campaigns

Date night highlights, bachelor/bachelorette party content, team outing celebrations. Each post reaches 500–10,000 local followers who are always looking for their next group activity.

3

Pay Per Post, Fill Your Lanes

Flat per-post pricing. When friends are debating where to go for group night, your ambassador content is already in their feed making the decision for them.

THE NUMBERS

The Math Behind the Campaign

\$300

Average axe throwing
booking (4 people x
\$30+/person)

85%

Of first-time axe throwers
came because a friend
posted about it

3x

Group bookings driven per
every 10 organic social
posts about the experience

A 15-post ambassador campaign costs \$600–\$1,500. If it generates 25 new group bookings at \$300, that's \$7,500 — a 5–12x return that keeps paying as those groups rebook.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Axe Throwing Venue — powered by uFire.

ufire.ai/brands/axe-throwing

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime