

HELP BOOST SALES WITH 10 GAME-DAY PROMOTIONS

Give your customers a good deal with good food and good service, and they'll come back for more. Here are 10 promotions to get you in the game:



GAME-DAY MENU

Add a separate, focused menu for game days with local colour from favourite teams. Make sure they feature game-day favourites like wings, tacos and sliders.



HOME-TEAM ADVANTAGE

Offer discounts based on the home team's performance. For instance, if they score a certain number of points/goals/runs, discounted apps for everyone.



FREE DRINK TICKET

Hand out coupons when they visit for lunch or dinner, inviting them back for a free game-day drink when they purchase an appetizer or two.



GAME-DAY CONTEST

Give each game-day customer a ticket, entering them into a multiple drawings for different prizes (free desserts, fries, appetizers or even a full meal). Draw names after each home run, goal or touchdown.

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EXTENDED HOURS

Sporting events don't always follow the restaurant clock. Consider opening up in between lunch and dinner, or staying open all day on weekends, to accommodate game-day hours.



TO-GO, FOR THE WIN

Help guests enjoy the game from the comfort of their own homes (or tailgates) without fussing over food prep. Become the go-to source on game day by bundling proteins, sides and dipping sauces, along with condiments, flatware and plates.



GRAB-'N'-GO PACKAGES

Not everyone has the same party needs. Make it easy with a few packages aimed at different-size parties, bundled with the right mix of proteins, sides and condiments.



INVITE THEM

Use your customer database and send an email invitation to come in on game day. Entice them with your promotional lineup.



MAKE IT FESTIVE

Get them fired up with balloons in team colours, a chalkboard scoreboard, streamers and more.



EVERYONE'S A WINNER

Give out coupons on game day for the next game day, encouraging repeat visits and good feelings—no matter how the home team performs.



Whiskey-Dunked Wings



Creamy Queso & Habanero Dip



Dijon Grilled Chicken & Pimento Cheese Quesadillas