

# 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.

# 10 GAME-DAY PROMOTIONS



## 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