



FALL SPORTS ★ PROMOTIONAL CHECKLIST

HELLO, TEAM!

Game days are golden opportunities to pack the house and give fans a home for every sports celebration. The checklist below provides a quick playbook for creating an inviting atmosphere and a winning menu lineup.

DECK OUT YOUR RESTAURANT FOR THE BIG GAME

- ___ Coordinate seating capacity for larger crowds or viewing parties
- ___ Create a visually engaging space with team-inspired décor
- ___ Test your high-quality screens and speakers

DRAFT A CHAMPIONSHIP-WORTHY MENU

- ___ Plan your menu around business goals for dine-in and takeout
- ___ Add fun, shareable, crowd-pleasing options. Allow for customization.
- ___ Rethink classic game day fare with unexpected combinations

BUILD EXCITEMENT ON SOCIAL AND CONNECT WITH FANS EARLY

- ___ Map out key sporting events. Advertise reserved seating.
- ___ Prepare teaser messaging for your social media channels
- ___ Share some behind-the-scenes preparations

SCORE MORE WITH GAME DAY SPECIALS

- ___ Feature limited-time offers that excite hungry fans
- ___ Create customizable party packages that bring people together on premise or at home
- ___ Encourage fans to come back with punch cards, watch parties and great deals

HAVE QUESTIONS?

Contact your local McCain Sales Representative for more information.



MAKE EVERY GAME A FULL HOUSE THIS SEASON

PEAK VIEWING OPPORTUNITIES TO WOW HUNGRY FANS



SEPTEMBER

KICKOFF ENERGY



FANTASY DRAFT
APPETIZER BOARD

What's Happening

- College football regular season begins
 - Pro football season kicks off
 - Late-season baseball heats up to championships
- High school football & youth fall sports start
- Early playoffs for select leagues



GAME NIGHT
FAMILY BUNDLES



OCTOBER

RIVALRIES & PLAYOFFS



SUPER CHEESY
CHARCUTERIE BOARD

What's Happening

- Baseball postseason
- Pro basketball & hockey seasons begin
 - College rivalry and homecoming games
- Championship runs and playoff excitement



WISCONSIN BACON BEER
CHEESEBURGER



NOVEMBER

PEAK VIEWING SEASON



TAKE HOME
THE VICTORY

What's Happening

- Football rivalry weeks
- Holiday games and long-weekend viewing
- Basketball and hockey in full swing
- Youth winter sports begin



MINI TAILGATE KITS