



THE GLOBAL GAME



WATCH PARTY TOOLKIT



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Welcome

to the Global Game Watch Party Toolkit—your all in one guide to creating an exciting, high-energy viewing experience right inside your restaurant. This toolkit is designed to help you attract fans, boost traffic, and turn game day into a major business opportunity.



WHY HOST A WATCH PARTY?

Hosting a watch party turns your restaurant into the destination for fans. When people gather to watch the global game together, they:

- Stay longer, order more, and bring friends
- Create buzz and excitement that drives foot traffic
- Share their experience on social media, giving you organic exposure
- Connect emotionally with your brand, increasing future visits

A great watch party doesn't just fill seats for one day—it builds loyalty and boosts sales well beyond the event.



RECOMMENDED TIMELINE

To make the most of your watch party, start promoting early:

3–4 weeks before the event

Announce your watch party across social channels and in-store signage.

1–2 weeks out

Highlight special offers, themed promotions, or reservations (if applicable).

Week of the event

Post daily reminders, share behind the scenes prep, and encourage guests to tag your restaurant.

Day of the event

Ensure staff is ready, décor is up, and your game day menu is front and center.



HOW TO USE THE TOOLKIT

Inside, you'll find everything you need to plan and promote your watch party, including:



Links to customize marketing assets



Tips for creating the right game day atmosphere



Suggestions for special menu items or bundles



Tools to train staff and prepare your team for an increase in guests



OPERATIONAL

GUIDANCE





STAFFING TIPS

Effective operations are essential to creating a smooth and memorable watch party experience.

- *To support higher guest volume and maintain quick service during peak game moments, restaurants should consider increasing staffing levels, including scheduling an additional server for each section.*
- *Designating specific team members as runners will help ensure food is delivered promptly, especially when the energy in the restaurant is at its peak.*
- *Bartenders can also streamline service by pre-batching popular cocktails ahead of time so that drinks can be prepared and served quickly without compromising quality.*



SEATING STRATEGY

A thoughtful seating strategy will improve visibility and enhance the guest experience.

- *Tables with the best views of large screens should be prioritized for groups who are most focused on watching the game.*
- *Restaurants may also choose to use an optional reservation system to manage traffic more efficiently, reduce long wait times, and maintain a steady flow of guests throughout the event.*
- *To accommodate larger crowds, setting up standing areas or high top tables can provide additional capacity while contributing to the lively atmosphere expected during major sporting events.*



AUDIO/VISUAL PREPARATION

Preparing audio and visual elements in advance is critical to ensuring the event runs smoothly.

- *All screens and sound systems should be tested at least one day prior to the watch party to confirm everything is functioning properly.*
- *It is also important to verify the correct broadcast channel or streaming source and check for consistent, reliable service.*
- *As an added precaution, keeping closed captions ready or enabled provides a helpful backup option should any audio issues arise during the event.*



MARKETING &

ADVERTISING

To help build excitement and drive attendance for your watch party, use social media to create a steady drumbeat of engaging content before and during the event. Start with pre-event hype posts that invite fans to join the action, highlight the game date, and encourage table reservations. Tease limited time menu items—such as specialty appetizers or game day only dishes—to spark curiosity and motivate early engagement. On the day of the event, share reminders about kickoff times, special offers, giveaways, and early opening hours to capture last minute traffic.



SOCIAL MEDIA POST SUGGESTIONS

1 Pre-Event Hype Posts

“Are you ready for the global game? Join us for the ultimate watch party on [date]. Big screens, tasty bites, cold drinks, unbeatable vibes!”

“Score big this weekend! Reserve your table for the big game before they’re gone.”

2 Menu Teasers

“Introducing our limited-time MVP Nacho Tower! Only available during the playoffs!”

“NEW! Tournament Tenders — available starting game day!”

3 Day-Of Posts

“Kickoff starts at [time] today! Specials, giveaways, and all the action on the big screen. See you soon!”

“Doors open early for our Game Day Party! Come hungry.”



Hashtags to Use

To increase reach and visibility, pair your posts with relevant hashtags like:

#GameDay
#WatchParty
#Team[Name]
#SportsBarVibes
#Foodie

Consistent, energetic messaging will help build momentum and position your restaurant as the go-to destination for the global game.

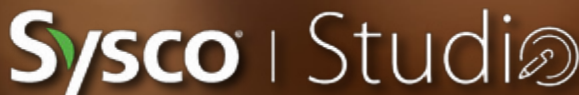


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- 4x6 Table Tent
- 5.5x14 Specials Menu
- 11x17 Poster
- Social Media Post

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SPORTS THEMED

LIMITED TIME MENU IDEAS

& INSPIRING RECIPES





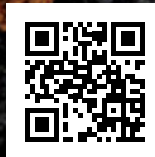
FOOD SPECIALS

To elevate the gameday experience and drive incremental sales, consider featuring a limited-time, sports themed menu that adds fun and flavor to your watch party offerings. Create excitement with unique food specials such as an “MVP Platter” sampler designed for sharing, “Warm-Up Wings” available at special gameday pricing, and “Penalty Pretzel Bites” served with warm cheese.



DRINK SPECIALS

Enhance the atmosphere with themed cocktails and mocktails that appeal to a wide range of guests. Offer a “Home Team Drink” in customizable team colors, along with specials to encourage group ordering.



Game Day
Platter



Tacos al Pastor



Nashville Hot Chicken Sandwich



Wholesome Turkey Burger



Beef Birria Quesadilla



Truffle Parmesan Wings



Pig Skin Loaded Fries



Chashu Chicken Bao



THEMED COMBOS

Round out the menu by offering curated combos that increase check averages while simplifying ordering. Options like “The Starting Lineup” (an appetizer paired with a drink), “The Fan Favorite” (an entrée matched with a drink), and “The Final Score” (a dessert served with an after-dinner drink) make it easy for guests to choose a well-rounded meal while enjoying the game. These themed bundles also help reinforce the excitement of the event and drive a more consistent flow of orders throughout the watch party. For fresh ideas, explore our top menu recommendations for the Global Game!



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**CREATE GLOBAL
FAN FAVORITES**

VISIT OUR WEBSITE

EVENT

EXPERIENCE

ENHANCEMENTS





GIVEAWAYS & FAN ENGAGEMENT

Boost energy and involvement during the watch party by incorporating simple but exciting fan engagement activities. Giveaways such as raffles, “Predict the Final Score” cards, and best fan outfit contests are great ways to keep guests entertained and encourage participation throughout the event. You can also offer small incentives like bonus loyalty points for guests who sign up on game day—to drive ongoing customer engagement and future visits.



SPORTS TRIVIA

Adding interactive sports trivia is another fun way to bring fans together. Quick trivia cards placed on tables or a brief 10 question quiz hosted by an MC can create friendly competition and add an extra layer of entertainment during downtime.



DÉCOR SUGGESTIONS

To complete the atmosphere, consider decorating the space with simple, themed elements that celebrate the excitement of the game. Team color balloons, table flags, and sports themed coasters or branded napkins can quickly transform the restaurant and help set the tone for an immersive watch party experience. Be sure and visit DON for all of your game day supplies and equipment needs!





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PROMOTIONS TO DRIVE ATTENDANCE

PRE-EVENT



Effective promotions can significantly boost attendance and build excitement around your watch party. In the weeks leading up to the event, consider offering early bird reservations to encourage guests to secure their spots in advance.

A digital countdown on social media can help build anticipation, while partnering with local influencers or sports focused fan pages can expand your reach and attract new audiences.



DAY OF

On the day of the event, create urgency and excitement with limited-time offers such as complimentary appetizer samples for the first 50 guests or special game day happy hour pricing. Offering small perks—like a discount or free dessert for guests wearing a team jersey—adds a fun, celebratory element and encourages fans to show their spirit.



POST-EVENT

After the event, keep the momentum going with post-event promotions that drive repeat visits. Hand out bounce back coupons at checkout to incentivize guests to return soon, and promote the next major game to maintain interest. Sharing a photo recap album on social media and tagging attendees helps extend engagement, encourages user generated content, and reinforces a sense of community around the event.

SOCCER TERMINOLOGY

GOAL

The main objective in soccer—kicking the ball into the opponent's net. Each successful attempt counts as 1 point.

KICKOFF

How the game starts (and restarts): one team kicks the ball from the center circle.

DRIBBLE

Running with the ball while keeping it under control.

PASS

Kicking the ball to a teammate.

PITCH

This is just another word for the soccer field.

MATCH

The game itself. A standard match lasts 90 minutes, split into two 45-minute halves.

SHOT

Kicking the ball toward the goal in an attempt to score.

