Game Watching Parties

Making the Most of Your Game Watching Season

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Why are Game Watching Parties Important?
What makes your Game Watching Parties unique?

Share with the group what activities and strategies your chapter uses to make your Game Watching Parties special.
Ideas for Future Game Watching Parties

- Work to establish a good relationship with venue owner/manager. Help them understand the vision of UGA and the benefit they will receive from hosting UGA Game Watching Parties.
- If venue is giving a percentage of proceeds to alumni association, advertise that! People are incentivized by giving.
Ideas for Future Game Watching Parties

- Work with your venue to create special perks for UGA alumni during Game Watching Parties
  - Food specials
  - Themed beverages
  - Food and beverage packages
Ideas for Future Game Watching Parties

• Have a volunteer stand near the door and greet people as they enter the venue, especially new people!
• Find a local trumpet player who can start the GWP with the Battle Hymn. We can help you identify Redcoat Band alumni!
• For a more family friendly environment, have activities or entertainment for kids. Some ideas include:
  • Have a coloring contest
  • Have activity sheets such as tic tac toe, find a word, mazes, etc.
  • Have small toys available for kids to play with and return
Ideas for Future Game Watching Parties

- Create Facebook events for each of your Game Watching Parties at the beginning of the season. This allows people to see the full season in advance and ensures people unfamiliar with the Alumni Association website know about your events.

- Use your listserv to promote events weekly, welcome new members, and build a sense of community with direct personable communication that allows alumni to get to know you a little better.

- Print small fliers to promote other upcoming events and personally invite people to attend as you hand out the fliers
Staying Engaged with Your Venue All Year Long

• Have different events at the venue throughout the year. Alumni know where to go and what to expect from the venue and you are bringing business to the venue
• Have a G-Day or basketball Game Watching Party to keep alumni engaged with the chapter throughout the spring
• Host a Thursday evening happy hour/mixer with the alumni of the school we’re playing that Saturday
• Consider having a Football season kickoff party at the Game Watching Party location to amp up the enthusiasm
Get Creative and Have Fun!
Questions