

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

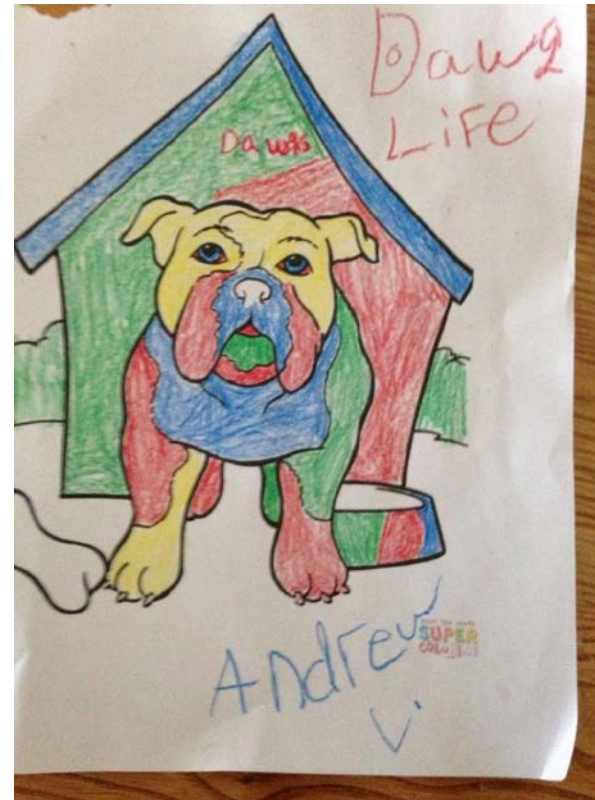
Ideas for Future Game Watching Parties

- 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

DEC 2	SEC Championship - Chicago Dawgs Game ... Sat 3 PM CST - by Chicago Dawgs :: UGA Alumni Asso...	Highline Bar + Lounge Chicago, IL
NOV 25	UGA vs. GA Tech Chicago Game Watch Party Sat 11 AM CST - by Chicago Dawgs :: UGA Alumni Ass...	Highline Bar + Lounge Chicago, IL
NOV 18	UGA vs. Kentucky Chicago Game Watch Party Sat 2:30 PM CST - by Chicago Dawgs :: UGA Alumni A...	Highline Bar + Lounge Chicago, IL
NOV 11	UGA vs. Auburn Game Watch Party Sat 2:30 PM CST - by Chicago Dawgs :: UGA Alumni A...	Highline Bar + Lounge Chicago, IL
NOV 4	UGA vs. USC Chicago Game Watch Party Sat 2:30 PM CDT - by Chicago Dawgs :: UGA Alumni A...	Highline Bar + Lounge Chicago, IL
OCT 28	Georgia vs. Florida Chicago Game Watch Pa... Sat 2:30 PM CDT - by Chicago Dawgs :: UGA Alumni A...	Highline Bar + Lounge Chicago, IL
OCT 14	UGA vs. Mizzou Chicago Game Watch Party Sat 6:30 PM CDT - by Chicago Dawgs :: UGA Alumni A...	Highline Bar + Lounge Chicago, IL
OCT 7	UGA vs. Vandy Chicago Game Watch Party Sat 11 AM CDT - by Chicago Dawgs :: UGA Alumni Ass...	Highline Bar + Lounge Chicago, IL
SEP 30	UGA vs. Tennessee Chicago Game Watch P... Sat 2:30 PM CDT - by Chicago Dawgs :: UGA Alumni A...	Highline Bar + Lounge Chicago, IL
SEP 23	UGA vs. MS STATE Chicago Game Watch Pa... Sat 6 PM CDT - by Chicago Dawgs :: UGA Alumni Asso...	Highline Bar + Lounge Chicago, IL
SEP 16	UGA vs. Samford Chicago Game Watch Party Sat 6:30 PM CDT - by Chicago Dawgs :: UGA Alumni A...	Highline Bar + Lounge Chicago, IL
SEP 9	UGA vs. Notre Dame Chicago Game Watch ... Sat 6:30 PM CDT - Diana Fontaine went	Highline Bar + Lounge Chicago, IL
SEP 7	Georgia vs. Notre Dame Weekend Sep 7, 2017 - Sep 10, 2017 - Diana Fontaine went	

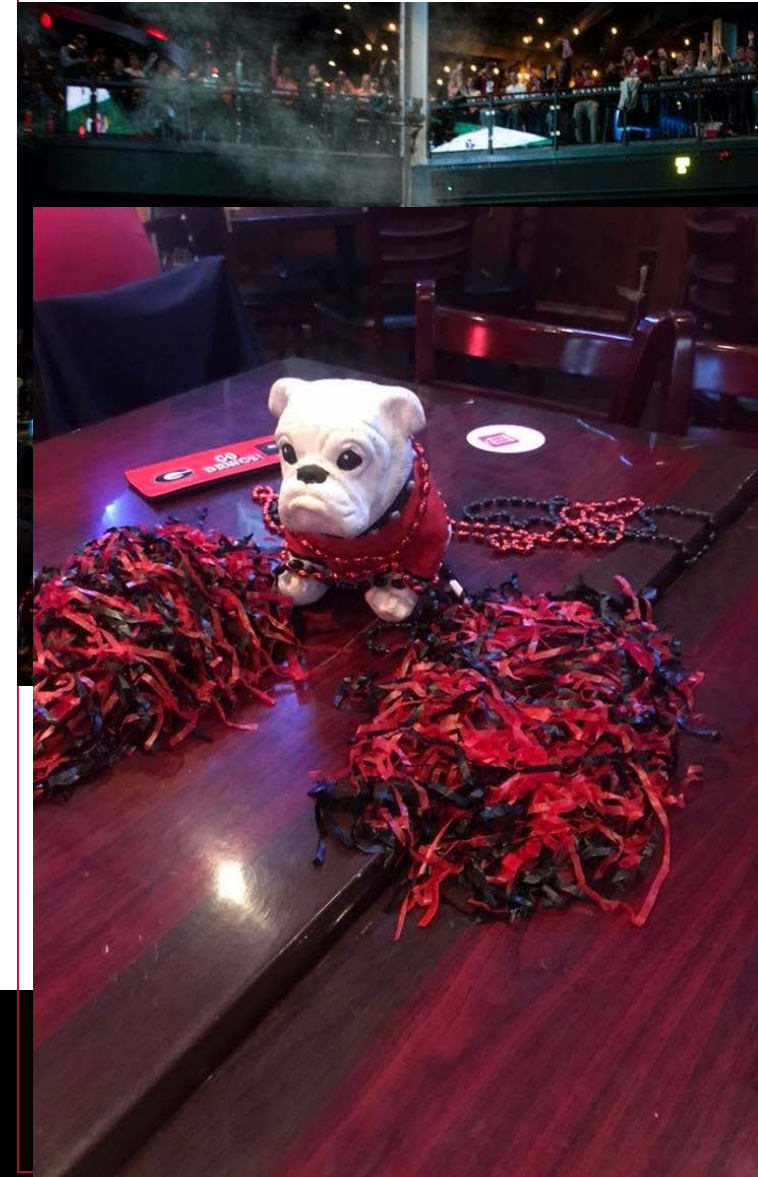
- Create Facebook events for each of your Game Watching Parties at the beginning of the season. This allows people to see the full season in advance and ensures people unfamiliar with the Alumni Association website know about your events.
- Use your listserv to promote events weekly, welcome new members,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