

The Game Day Playbook

A practical guide for sports bars to turn live games into peak-revenue nights

Welcome — and thanks for claiming

You just verified your listing on Digitingz Sports. This playbook is the second part of what your free Starter plan unlocks — eight pages of practical tactics we've seen sports bars use to turn ordinary game days into 2–3x revenue nights.

Everything in here is free to use, free to copy, free to ignore. If something works for you, tell us — your story might be the case study in v2.

How to use this guide: Don't try to do all of it. Pick one tactic from each section that fits your bar, test it for two weekends, keep what works, drop what doesn't.

§1 · The 90-minute pre-game checklist

The difference between a great game night and a chaotic one is what happens in the 90 minutes before kickoff. Run through this every match day:

- **90 min out** — Confirm all TVs on correct channel + sound test on the loudest set
- **75 min** — Restock featured beer mid-cooler (the one tied to game-day pricing)
- **60 min** — Post to Instagram + Stories with kickoff time, the bar pour special, your reservation link
- **45 min** — Update Digitingz Sports listing if anything changed (sports shown, hours)
- **30 min** — Doorman/host briefed on the game, expected crowd, and house rules during play
- **15 min** — Sound up, lights up, run-of-show music swap to "pre-game"
- **5 min** — Walk the floor once. Empty trash, wipe sticky tables, refill mints
- **Kickoff** — Pause the music, full volume on the lead TV, lock the door open

§2 · Game-day pricing levers

The four pricing moves that drive average-check up without complicating your menu:

Lever	What it is	Typical lift
Sport-tied special	"Premier League pint" — \$1 off house draft during EPL matches only	+12–18% draft sales
Half-time bites	\$5 wings or shareables available only between 45'–60'	+\$3–6 avg check during halftime
Goal/score shots	\$3 well shots when home team scores. Bartender rings a bell.	Anecdotal but viral on TikTok
Loss-leader bottle	Discount one specific beer brand the entire match — turns the brand into your house pick	Distributor co-op covers some cost

§3 · Social media templates

Three posts to schedule for every major match day:

T-24h Instagram post

🏆 Game Day: [HOME] vs [AWAY], [KICKOFF TIME] [LOCAL TZ]
We're showing the match on every screen. \$1-off draft all 90'.
📌 Save your spot: [your link]
📺 Find more bars showing this match → [digitingsports.com/?match=\[id\]](https://digitingsports.com/?match=[id])

T-3h Story

Story image: a wide shot of your bar empty, ready for the crowd.
Caption: "Kickoff at [time]. Doors open, [house draft] is \$1 off all match.
Come early – last week we sold out by halftime."

Post-match recap (within 12h)

Final: [score]. [One memorable moment from the match].
Thanks to everyone who came out – we'll see you for [NEXT MATCH].
📍 [your bar name] · [neighborhood]

§4 · The "big match" calendar (2026 highlights)

The seven match dates worth special-event pricing this year:

Date	Match / Event	Why it matters for bars
Jun 11–Jul 19	FIFA World Cup 2026 — US/Canada/Mexico	The single biggest sports-tourism event of the decade. 39 days of must-watch matches.
Aug 2026	EPL opening weekend	Returning loyalists. Set the tone for fall.
Sep 8, 2026	NFL Kickoff Game	Thursday night. Massive in US bars.
Oct 2026	MLB World Series	4–7 nights of big TV. Easy promos.
Nov 28, 2026	Black Friday — football marathon	NFL all day. Bars near retail districts spike.
Feb 8, 2027	Super Bowl LXI	The biggest single-night revenue event of the year. Plan now.
Mar 2027	March Madness — first weekend	32 games over 4 days. College-town goldmine.

§5 · Make your Digitingz Sports listing earn

Your free listing is live. Three quick wins to maximize its pull:

1. **Add your weekly "match shown" calendar** — tell us which sports you regularly broadcast. We tag your bar to fans searching those sports.
2. **Upload three photos** — exterior, interior with TVs visible, one game-night crowd shot. Listings with photos get 3x more clicks (DSI internal data, sample size small).
3. **Add a reservation link** — Resy, OpenTable, even a Google Form. Convert the click into a butt-in-seat.

Pro upgrade (\$49/mo) adds: featured rotation across city pages, custom branded landing page, monthly performance email showing exactly how many fans clicked through to find your bar, and your own Game Day Playbook v2 (this guide plus 12 more pages of advanced tactics).

§6 · Refer a bar — both get a free month

Know another bar owner who'd benefit? Refer them: when they claim their listing via your referral link, you both get one free month of Featured Pro (\$49 value each). Email Igor@digitingz.click with their name + your name and we'll set up the referral.

Questions? Email Igor@digitingz.click
or visit digitingzsports.com