Go, Bucks!
Managing Game Day Venue Relationships & Attendee Experiences
What do you hope to learn?
Presentation Goal:
To provide a high-level overview of Game Day best practices, managing venue relationships, and creating an enjoyable Buckeye experience for attendees.
Identifying a Game Day Venue

- Geographical Location
- Accessibility
- Competition with other Teams or Groups
- Donations
- Avoid minimum spending/deposits
- Audio for games
- Special room or designated area
- Convenient parking for guests or information about transit
- Safe environment
WELCOME!

- Greet guests, familiar and new at a welcome table or designate club members to greet guests upon arrival
- Inform about club activities and membership
- Have handouts on club info and raffle opportunities at the door (check gambling laws of state)
- Use half-time to make announcements
- Play Buckeye Football Trivia
- Survey guests on interest in club events, volunteering with the club
- Play TBDBITL music after touchdowns, in between quarters, etc.
- Opportunity to raise money for scholarship
Delegating Tasks to Volunteers*

• Greeters
• Raffles
• Membership
• Relationship-building
• Multiple locations? Certain board members can float to different locations at half time or alternate weekends.
• If collecting money during event, follow risk management of depositing money when leaving venue

*arrive early, wear nametags, thank your volunteers
Marketing Best Practices

- All game day communications should originate from the alumni group.
- Please do not share or alter the graphics.
- Customize the game day graphic with your official name or easily recognizable short name. For example: Alumni Club of Minnesota, Minnesota or Minneapolis Buckeyes.
- Use the establishment’s name, address or other details in text only.
- Do not cobrand. Flyers and graphics may not include the establishment’s logo.
- Do not reference alcohol. An appropriate alternative is “Game day specials.”
- The establishment can share the group’s posts or retweet. All social posts and tweets should originate from the group’s accounts.
- Establishment refers to bar, restaurant or other location hosting game day.
Special Game Day Graphics

Social Media

Take photos for your website and social media pages

Use hashtag: #GoBucks
Creating a fun Buckeye Atmosphere! Celebrate responsibly!
CARMEN
Thank you!

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