



TouchDowntown ideas for merchants, restaurants and clubs for Football Weekends in Chapel Hill and Orange County:

- Have employees wear something with the **UNC logo** (hat, visor, tee, polo, etc.).
- Put a **UNC flag**, or a UNC and the opponent's flag outside.
- Have **UNC blue and white balloons**.
- Put a "GO Carolina/Tar Heels/Heels, etc." **banner or sign in the window**, and inside as well. They can be re-used after every game, especially if nice banners are used.
- Offer a **game day special**, which doesn't have to be discounted, just a game tie-in.
- Put a "Welcome Tar Heel Fans" or "Welcome Opponent Fans" **sign** in display window or front door.
- Have a **face painter** on game day painting "Heel" logos on kids and adults faces, especially before the game.
- Have a bunch of "Heel" logos printed as **peel off stickers** to give to customers.
- Have a "Go Heels" or a "Heel" logo on **buttons** to give or sell to customers. Employees can wear and re-use buttons as well.
- Do a Football Weekend **window display**.
- Encourage employees to ask customers to **come back after the game**.
- All of the above.

Questions?

Contact the Chapel Hill/Orange County Visitors Bureau: info@visitchapelhill.org or 919-968-2060.

www.touchdowntown.com

