

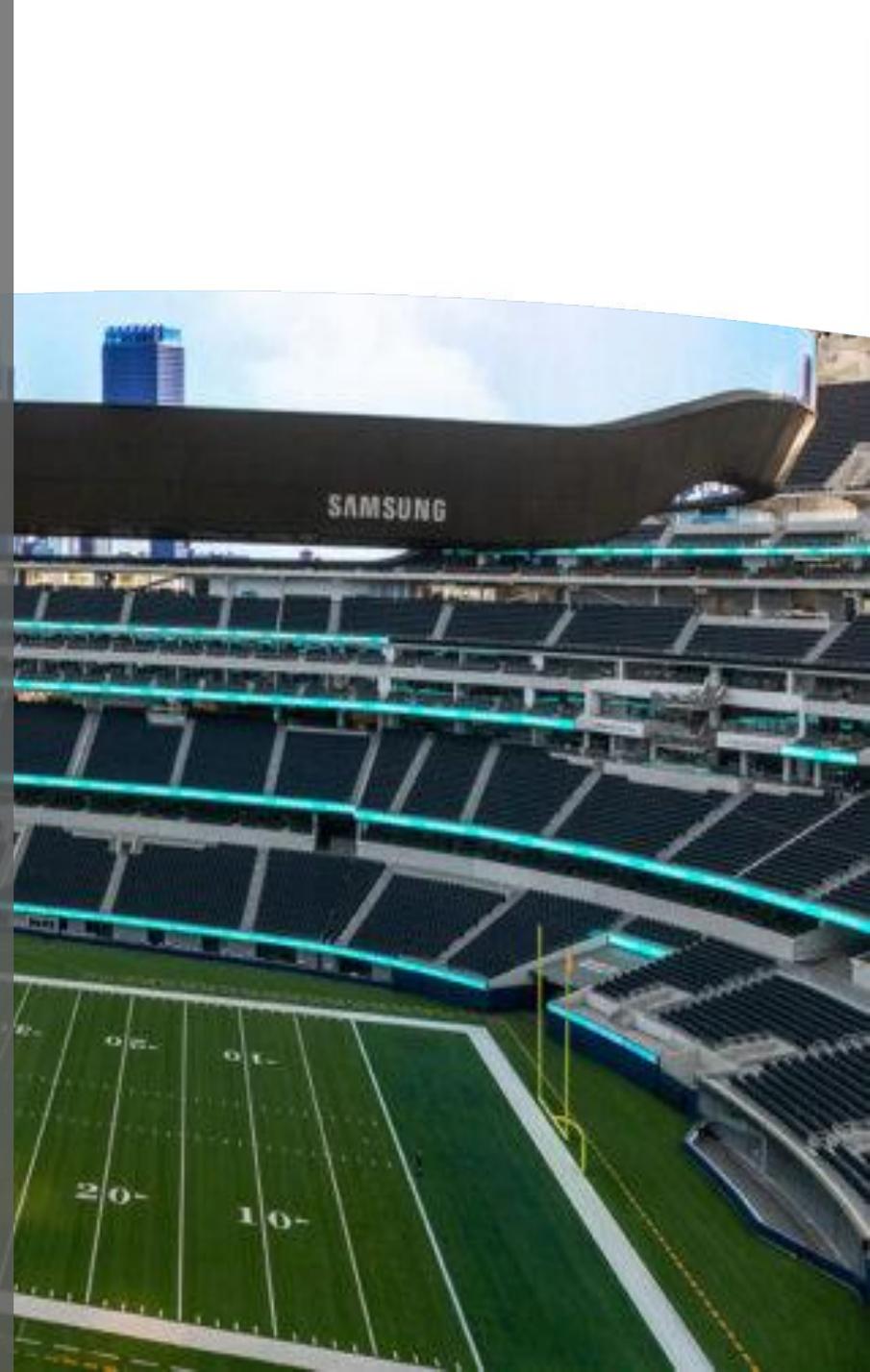
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#CAPREGAME

Other Ways To Get Involved

January 2022



Other Ways To Get Involved

If you're not able to join the brackets tournament, there are other ways to participate in the #CAPregame initiative.

1. Create posts around how visitors and locals can pregame in your region. Be sure to call out specific businesses!
2. Call out attractions that would normally be very busy but will be quieter during the game.
3. Showcase any "Big Game" initiatives in your region, such as a special cocktail at a restaurant or a watch party at a local bar.
4. Use the #CAPregame hashtag on any posts and include the #CAPregame logo or animation on any Instagram Stories.
5. Highlight any football stars in your town who may want to recommend football experiences.
6. Create posts promoting regional travel opportunities for a post-Big Game vacation.
7. Invite your audience to share ideas on how they should #CAPregame in your region. Share responses to your Instagram Story.

Social Media Post Ideas

- “We know how we’ll be doing the #CAPregame in **YOUR REGION**. Here’s some great sports bars where you can watch the Big Game!”
- “While everyone is watching the Big Game, you can make the most of **X VENUE** being quieter than usual. Book your ticket now!”
- “As part of their #CAPregame, bars and restaurants are creating themed drinks and dishes. Examples include **X, Y and Z!** Have you heard of any other innovative football-themed dishes? Let us know below!”

Social Media Post Ideas

- “Wondering where to watch the Big Game in **X REGION**? We know just the place. **X BUSINESS** is hosting a super fun watch party at **X LOCATION**. Nab your seat now and get ready to #CAPregame!”
- “Heading to Los Angeles to watch the Big Game? Make sure you hold some time in your itinerary to give us a visit before or after! Here’s how to get here from Los Angeles.”
- “We want to hear from you: How would you recommend doing a #CAPregame in **X REGION**? Add your ideas below!”



Questions?

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