

THE PLAYOFFS ARE CALLING.

HERE'S YOUR GAME DAY TOOLKIT:



Scoring Big: How Your Business Can Win During the Stanley Cup Playoffs

As the Oilers chase the Cup, the eyes of the continent are on Edmonton. With thousands of fans flooding the streets and millions watching from afar, every playoff game is a chance to showcase our city—and your business. **This toolkit is your playbook to maximize the economic opportunity of the playoffs and bring the community together.**

1. SHOW YOUR OILERS SPIRIT

- Decorate your storefront with Oilers colours, signs, window paint, and flags.
- Encourage staff to wear blue and orange on game days.
- Download and print free "Let's Go Oilers" signs from edmontonchamber.com/oilers.

2. CREATE GAME DAY PROMOTIONS

- Offer discounts for customers wearing Oilers gear.
- Create themed menu items or playoff packages.
- Use sidewalk signs or sandwich boards to promote specials.

3. ENGAGE ONLINE

- Post your playoff activities, decor, and promos on social media.
- Use hashtags: #RallyForEdmonton #GoOilersGo #Playoffs2025
- Tag @EdmontonChamber so we can amplify your efforts.

4. EXTEND YOUR HOURS

- Stay open later before or after games to capture foot traffic.
- Host watch parties or post-game meetups if possible.

5. BUILD CUSTOMER LOYALTY


- Use playoff visits as a chance to turn first-timers into regulars:
 - Hand out a coupon for a future visit.
 - Start a playoff loyalty card.
 - Offer a "return and save" promotion post-playoffs.

6. CONNECT WITH THE COMMUNITY

- Partner with nearby businesses for shared giveaways or street activations.
- Invite customers to share their photos at your location.
- Share Oilers memories or trivia on social media to drive engagement.

MEMBER EXCLUSIVE: SWAG DROP

Are you an Edmonton Chamber member? We've got your back. Reach out to our membership team and we'll drop off Oilers-themed swag to help you decorate your space and show your playoff spirit. Supplies are limited, so contact us early!

 **Email:** membership@edmontonchamber.com

Let's get your storefront game-day ready.

[Click here for some custom templates for your business to use!](#)