



Business Resource Kit

HOW TO GET YOUR BUSINESS DRAFT READY

2025 NFL DRAFT | APRIL 24-26

HOW TO USE THIS KIT



Ready to make the most of the biggest weekend of 2025? Here is your 2025 Draft Green Bay Business Resource Kit. In this kit, you will find information on what you can do to promote your business and welcome sports fans from all over the country. While the information here is specific to the Draft, we encourage you to keep this resource kit handy and apply it to all major events coming to the city – from big-name concerts and holiday celebrations to annual events and gamedays. In 2023, the Green Bay Area welcomed over 6 million visitors. Don't miss out on reaching similar visitor volumes in 2025 and beyond.

WHAT YOU'LL FIND

- What is the NFL Draft
- NFL Resources: Do's and Don'ts for NFL Verbiage
- Maximizing your social media channels for the Draft
- Getting your website ready for the Draft
- Promotional resources
- Helpful resources

WHAT IS THE DRAFT?

The Draft is a weekend-long event where all 32 teams in the league have the opportunity to add some of the most talented and promising prospects to their roster. A team's draft pick is in reverse correlation with their previous season's success, so the Green Bay Packers pick will be determined by where they finish in the 2024-25 NFL Season. The event is FREE to the public. Those who can't attend in person can keep tabs on all of the information through the **NFL OnePass app**. Green Bay Packers fans and visitors can watch the Draft on the Lambeau Field Campus, enjoy activations in Titledown and take part in local business community celebrations. That's where you come in.

DAY 1

Thursday, April 24

Campus Hours:

12 p.m. - 10 p.m.

First Round Begins:

7 p.m.

DAY 2

Friday, April 25

Campus Hours:

12 p.m. - 10 p.m.

Second & Third Rounds Begin:

6 p.m.

DAY 3

Saturday, April 26

Campus Hours:

9 a.m. - 6 p.m.

Fourth - Seventh Rounds Begin:

12 p.m.



CHOOSE YOUR EVENT



PARTNERS + SPONSORS



RESOURCES

DOS AND DON'TS FOR DRAFT VERBIAGE

We are encouraging you to make the most of the weekend traffic with visitors coming to the Green Bay Area for the Draft. With that said, here are a few ground rules.

DO

- Offer football-themed specials.
- Run special promotions and deals.
- Host events like parties, football-themed trivia, bar games, etc.
- Take advantage of advertising opportunities and experiences with Discover Green Bay.

DON'T

- Use the “NFL Draft,” NFL or any professional NFL team logos and verbiage in any of your promotions, print materials or social media posts. This is a time to let your unique brand shine. General sports, fan and football-themed imagery is fine, but do not use anything that you do not own the copyright to or have permission to use.
- Imply that your event, deal or offer is endorsed, sponsored, hosted or affiliated with the NFL.



MAXIMIZE SOCIAL MEDIA CHANNELS

WHAT CHANNELS?

We recommend focusing on Facebook, Instagram and X (formerly known as Twitter) for Draft posts.

If you're comfortable creating and posting video content, we recommend utilizing TikTok and YouTube Shorts as well.

POST IDEAS

- Single photo posts (Instagram, X and Facebook).
- Photo carousels (Instagram and TikTok).
- 15-30 second videos (Instagram, Facebook, Tiktok and YouTube Shorts).
- 30-60 second videos with voiceover (Instagram, Facebook, TikTok and YouTube Shorts).

POST CONTENT/TOPICS

In preparation for the Draft, it's a great idea to brainstorm how to promote the activations and unique opportunities your business will have leading up to and during the Draft. Some fun ideas we've seen businesses consider include themed drinks, foods and parties. We also recommend increasing the promotion of your normal products, experiences, events, etc. — as all eyes will be on Green Bay.



MAXIMIZE SOCIAL MEDIA CHANNELS

WHEN TO POST

- We recommend promoting your business and Draft activations as early as possible before the Draft, as well as creating posts in the days leading up to and during April 24-26. We also recommend posting earlier in the morning (8-11 a.m.) or later in the evening (5-8 p.m.) when users are most active.
- Consider posting 1-2 times a week in March, every day during April leading up to the Draft and 2-3 times per day during the Draft on April 24-26.

POST ORIENTATIONS AND SIZING

- We recommend 4:5 photos and 9:16 videos across all platforms for aspect ratio.
- Make sure photos are not pixelated or grainy – a minimum of 1,000 pixels is recommended.

HELPFUL TIPS

- Video content captured on an iPhone is recommended (social media algorithms prefer content shot on an iPhone).
- Focus on photos/videos featuring fans enjoying your business and your themed Draft offerings (food, drinks, merchandise).
- Like and reply to every comment you receive on your platforms.
- Make sure you're following the social media pages for the NFL, Discover Green Bay, the Green Bay Packers, and all local municipalities.
- Tag the location of your business in your Instagram posts.
- Utilize the story feature on Instagram to further promote your content.
- With video posts, consider using trending audio.

MAXIMIZE SOCIAL MEDIA CHANNELS

PROFILE TIPS

- Be sure to update the bio information in your social media profiles to include updated hours and an updated link to your website.
- Be sure to upload a high-quality profile picture of your business logo.
- Be sure to check your account analytics for insights into your audience breakdown.

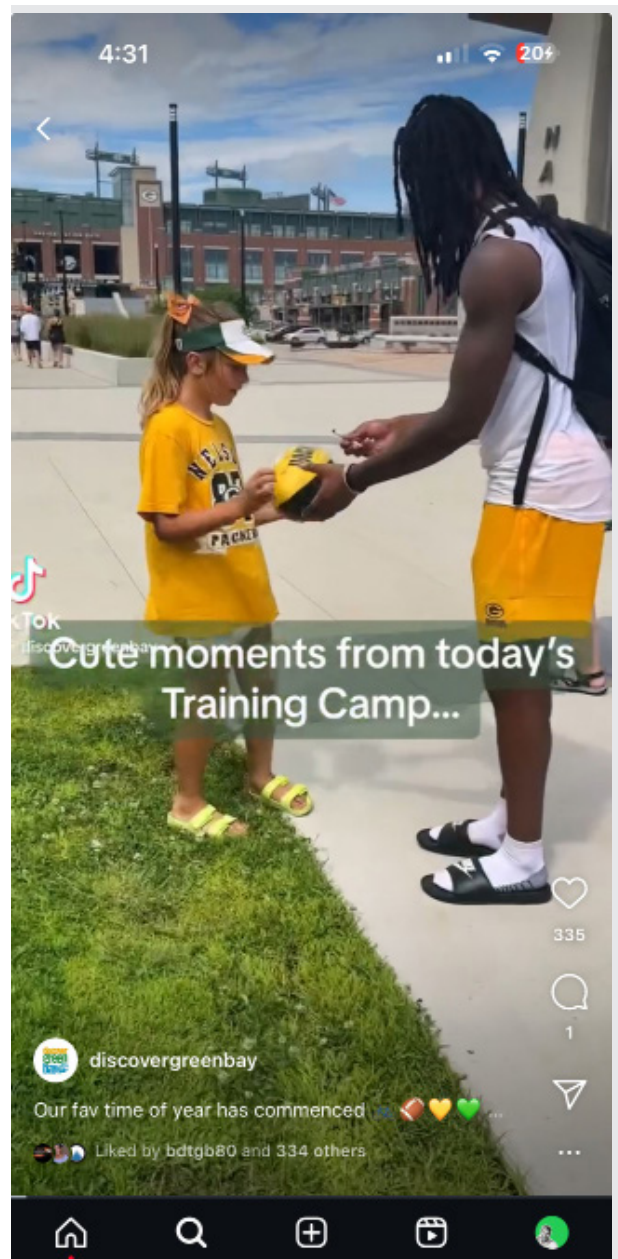
FUN ENGAGEMENT IDEAS

- Do an Instagram or TikTok livestream (Guides for TikTok and Instagram).
- Consider doing a giveaway on your platforms to promote excitement/engagement.
- Utilize the Instagram story highlight feature to save your stories in fun groups.

HASHTAGS

- Use the hashtag #DraftGB, #PedalToTheDraft, and #LoveGB on your posts.

TIP: Change your logo to the Packers' Green and Gold



TIP: Use a service like LinkTree to include multiple links in your profile bios.

GET YOUR WEBSITE DRAFT READY

LANDING PAGE WITH OFFER/EVENT DETAILS

- One of the most important things you can do before the Draft, or any event, is to make sure your website is updated. This includes having a current calendar of special events you are hosting, a listing of current menus and most importantly accurate and up-to-date hours and contact information. You should also include links to your social media handles on your website.

TIP: Always double-check that your social media icons are working without error and link to your page, not another business.

- Update your Google Business Profile to make sure your hours, address, phone number and website are up to date. For many visitors, this is the first place they go to get information. It is incredibly important that what's listed here is accurate. You can learn how to make edits here.

NEWSLETTER/SPECIAL EMAIL - STAY IN CONTACT

- If you have an email newsletter, this is a great way to spread awareness about any specials or events you'll be having. Be sure to include photos and a call-to-action to capture the reader's attention.
- If you don't have an email newsletter, this is a great time to start. You can send free emails with programs like Mailchimp, Constant Contact and Brevo.



WHAT DRAFT FANS LIKE

WHAT ARE FANS LOOKING FOR?

- Aside from their obvious love and enthusiasm for the game, fans in town will be excited about coming together with other fan bases to celebrate the promising prospects. They might be looking for stadium-style food, celebratory drinks, football merchandise or interactive fan experiences.
- More than anything else, a football fan loves their team. Fans from teams all across the country will be in town and they'll be looking for a place to congregate. Consider making your spot the official hub for another team in the league. For example, you could make your establishment THE go-to spot for Eagles fans during Draft weekend. Coordinate with your neighbors and gamify your theme. Who can bring the most visitors into this home-away-from-home in Green Bay?

HOW DO YOU FIND YOUR SWEET SPOT?

- This is your time to lean into your niche. Are you known for your amazing curds? Make that your weekend deal with a special discount and a fun temporary menu name change to fit with the weekend's theme.



WHAT DRAFT FANS LIKE

WHAT IF YOUR BUSINESS DOESN'T APPEAL TO THE TYPICAL SPORTS FAN?

- That is okay. There are two ways to approach this week. First, not every business is ideally suited to the audience interested in the Draft. This could be a good week to work with your existing customer base to offer them an escape from the football festival.
- Conversely, you could lean in and get creative with your offerings to attract family and friends of the fanatic committed to watching every moment of the Draft. This might look like a wine tasting, DIY craft workshop, ladies' night shopping specials or a cooking demonstration.

HOW TO TAKE ADVANTAGE WHEN YOU'RE AN HOUR FROM GREEN BAY?

- Yes, the Draft is happening in and around Lambeau Field and Tittletown, but benefits will be felt throughout the whole state of Wisconsin. While, the numbers of patrons might not be as large as at the Draft Site, bars and restaurants should still consider all of the same promotions.
- This includes everything from themed parties at bars and restaurants to shopping events at local boutiques. The most important thing will be to promote your offerings on your website, social media, and with Discover Green Bay.



PROMOTION RESOURCES

DISCOVER GREEN BAY EVENTS CALENDAR

- Discover Green Bay's events calendar is one of the most viewed sections on the website. Don't miss out on this exposure opportunity for your event.
- Simply navigate to the events tab on greenbay.com and select "submit your event." Your event will be vetted to ensure it complies with our calendar rules and then placed in the events calendar.
- Discover Green Bay will be launching a "Draft Events" page that will be linked from the Draft landing page. Events that are Draft related and held April 23-27 will be included.

LISTINGS ON DISCOVER GREEN BAY

- All Discover Green Bay partners are featured on greenbay.com, which is also the host for the Draft trip-planning site. People traveling for the Draft will be able to easily access the listings for restaurants, attractions, hotels and more. It's critical that during the lead up to the Draft you make sure your listings, hours and photos are accurate.
- Events that you submit are also attached to your listing. Make sure those are accurate as well.
- To update your listing contact Discover Green Bay via email at visitorinfo@greenbay.com.

**Please note - listings, ads, and events will be featured on greenbay.com - not on official Draft pages.*



PROMOTION RESOURCES

ADVERTISE ON DISCOVER GREEN BAY

- greenbay.com assists over 500,000 highly qualified visitors planning travel and activities during their vacation. Sponsored content is blended seamlessly into the look and feel of our website, maximizing performance and your ad spend. These rich content promotions allow you to form a deeper connection with potential customers before, during and after their vacation.

FAN WELCOME SIGNAGE

- Discover Green Bay will be providing “Welcome to Green Bay” window signage and buttons to Discover Green Bay partner hotels and restaurants. This is a great way to ensure that your decor to welcome visitors doesn’t encroach on any logos that you are not permitted to use. Make sure to take advantage of this partner benefit and request your materials by February 1.

DISCOVER GREEN BAY FAN EXPERIENCES

- Discover Green Bay will be promoting local offers and events exclusively for Draft weekend on our website. Craft your experience by taking what you’ve learned from this business resource kit and using it to create a deal, discount or event that is tailored to your business. A link to these experiences will be sent to over thousands of subscribers who opted in to receive our Draft updates.



HELPFUL RESOURCES

There are many local resources for you to tap into if you need more help getting your marketing plan ready for the Draft. Please consider any of the following for additional assistance, based on what is relevant to your location/business type.

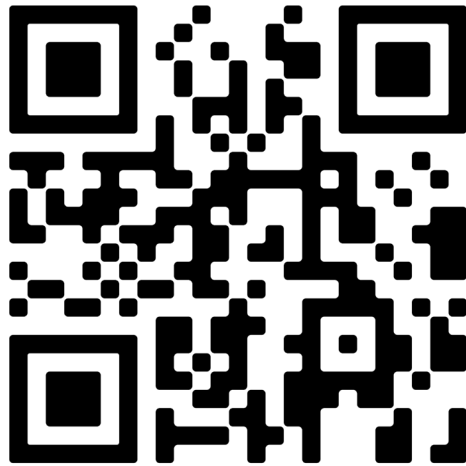
THANK YOU TO OUR LOCAL DONORS

The 2025 Draft in Green Bay wouldn't be possible without our donors. On behalf of the NFL, Green Bay Packers, and Discover Green Bay we thank you for supporting our region and the Draft as we come together to put the Green Bay area on the world stage. We're always better together.



STAY UP TO DATE

Businesses like yours across our region and state play a huge role in the success of the 2025 Draft in Green Bay! The Local Organizing Committee is committed to sharing the most up to date information to help you plan an unforgettable visitor experience. For the latest news, updates, and details about the event please visit the website below or scan the QR code.



GREENBAY.COM/DRAFT25



GREEN BAY