

GAME DAY READINESS CHECKLIST



THE IMPACT: The Game Day Readiness Checklist ensures every key detail is game-day ready before the action starts. It helps Team Members stay focused, execute with confidence, and create a guest-ready party experience that maximizes every opportunity to score a sale.

PRIOR TO GAME DAY

- ☐ Review and practice [Line Management](#) with all Team Members and leaders.
- ☐ Complete additional change order at the bank, if needed.
- ☐ Determine if an early open/late close needs to occur. Enter temporary hour change into [NetSuite](#).
- ☐ Update game day or chalkboard [stanchion sign](#) with game details.
- ☐ Display any game day or promotional signage that has been provided.
- ☐ Complete [Zone Chart](#):
 - ☐ Break coverage
 - ☐ Each Leader's Zone (*Head Coaches are to remain unzoned to move freely throughout the store*)
 - ☐ Line Management Roles
 - ☐ Identify Team Members carrying zebras on the zone chart.
 - ☐ Ensure there are enough fitting room and restroom keys.
- ☐ Confirm all Team Member's understanding where guests should line up if the line extends beyond the register lane.
- ☐ Fully stock the cash wrap with:
 - ☐ Retail bags
 - ☐ Register tape
 - ☐ Pens
 - ☐ Car flags or numbered paddles
- ☐ Register lane has an empty box and hanger signage for guests to place their hangers in.
- ☐ Test all equipment to ensure it is working:
 - ☐ Zebras and iPhones
 - ☐ Registers, scanners, and pinpads
 - ☐ Printers
 - ☐ Sensor Removers
 - ☐ Store Phones
- ☐ Confirm store is merchandised for Game Day:
 - ☐ Complete Super Flex for Home Team to allocate more fixtures/space to the top team.
 - ☐ Fully replenish the Home Team the night before Game Day.
 - ☐ Set the FOMO table with Head-to-Head shirts, when available, SEC, Big 10, or Big 12 merchandise, and other football-related styles.
 - ☐ Switch the register lane to Game Day merchandise.
 - ☐ Move tailgating items to a prime location.
 - ☐ If the game has a color theme, pull all merchandise in that color from the backroom and bring merchandise down from the third and fourth rows of the walls.
 - ☐ Place a salesman rack, t-stand, or similar rack in the fitting room area for go-backs.
- ☐ Locate all shepherd's hooks and communicate their locations to the team, keeping at least one shepherd's hook at cash wrap for jerseys.

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GAME DAY

- ☐ Complete Game Day set-up outside
 - ☐ Rally House tent
 - ☐ Mascot or Crazy Wind inflatable
- ☐ Ensure music is set to a volume that feels like a Party.
- ☐ Ensure Team Members are handing out totes and shopping carts or baskets are placed where guests can find them easily.
- ☐ Check restrooms every 30–45 minutes to keep them clean and stocked.
- ☐ Check fitting rooms and go back racks every 15-30 minutes to put product back onto the salesfloor quickly.
- ☐ Keep hot-selling items, such as jerseys and game day bibs, quickly accessible for replenishment.
- ☐ Restock or fill in with new product as sell through occurs in/on:
 - ☐ FOMO table
 - ☐ Register Lane
 - ☐ Focal fixtures on the drive aisle
- ☐ Before closing, complete a final recovery and replenishment to set the store up for success the next day.
- ☐ **Keep the game day energy high!**