RALLY HOUSE®

HOLIDAY PLAYBOOK









WIN THE SEASON

YOUR GAME PLAN FOR A SUCCESSFUL HOLIDAY SEASON



THE IMPACT

The holiday season is our biggest opportunity to deliver an exceptional Guest Experience. Being ready starts before the rush.

The Holiday Playbook will be released in three monthly editions: **October, November, and December.** Each edition will bring together the key information, priorities, and actions your store needs to focus on for the upcoming weeks. Use each edition to stay ahead of important dates, prepare your team, and execute the season successfully.

The Fieldhouse remains your go-to resource for the complete Playbook, detailed instructions, and additional operational guidance throughout the holiday season.

THE PLAY

PREP

PRINT THE PLAYBOOK

For each edition of the Holiday Playbook that is released, **print and place in the Store Binder** while you work through the checklists.

READY

GET READY

Complete readiness, staffing, training, merchandising, supply, and technology expectations before peak traffic.

PEAK

EXECUTE THE SEASON

Use the Black Friday, Customer Experience, Fulfillment, Cash Management, and Playbooks located in the Fieldhouse to navigate peak days.

RESET

RECOVER & RESET

Follow the post-holiday guidance for returns, markdown, décor removal, inventory, staffing, and the January reset.

PRO TIP | BE READY BEFORE THE RUSH, STAY FOCUSED THROUGH THE SEASON, AND FINISH STRONG.

HOLIDAY GAME PLAN

Complete each week's plays by the end of the listed week.

NOVEMBER WEEK 2

NOV 2 - 8

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
2	3	4	5	6	7	8

THIS WEEK'S PLAYS

- ❑ Host Holiday Meeting for Stores Holding 11/8
- ❑ Review Holiday Meeting Materials Sent via Huddle for Stores Holding 11/15
- ❑ Reset Store Front Light Timers
- ❑ Publish Black Friday Week Schedule and Write Cyber Monday Week Schedule in Legion
- ❑ Complete Team Member Availability Final Review by 11/2
- ❑ Update Store Hours Signage

NOVEMBER WEEK 3

NOV 9 - 15

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
9	10	11	12	13	14	15

THIS WEEK'S PLAYS

- ❑ Host Holiday Meeting for Stores Holding 11/15
- ❑ Complete Window Paint Refresh
- ❑ Publish Cyber Monday Week Schedule in Legion
- ❑ Review Staffing Guide in Huddle for December Seasonal Team Member guidance



HOLIDAY GAME PLAN

Complete each week's plays by the end of the listed week.

NOVEMBER WEEK 4

NOV 16 - 22

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
16	17	18	19	20	21	22

THIS WEEK'S PLAYS

- ❑ Print Out Holiday Theme Coloring Pages
- ❑ Reset the Register Lane

NOVEMBER WEEK 5

NOV 23 - 29

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
23	24	25	26	27	28	29

THIS WEEK'S PLAYS

- ❑ Update Store Hours Signage
- ❑ Peak Season Policies Begin 11/27
  - ❑ Holiday Phone Greeting
  - ❑ Peak Season Guest Holds



HOLIDAY READINESS CHECKLIST

NOVEMBER WEEK 2

November 2-8

This week, bring the holiday environment to life, prepare your team for what's ahead, and make sure essential supplies are ready for peak.



HOLIDAY MEETING

- [ ] **If scheduled to hold your Holiday Meeting November 8th**
  - Pick up refreshments using allotted budget.
  - Print materials from the Holiday Meeting guide to make sure you are ready to go.
  - There is not supplemental information in this playbook for your Holiday Meeting. Refer to the guide sent in Huddle.
- [ ] **If scheduled to hold your Holiday Meeting November 15th**
  - Review the materials and prepare to host your store's Holiday Meeting next week.

RESET STORE FRONT LIGHT TIMERS

- [ ] **Store Front Light Timers should be adjusted for Daylight Savings Time.**
  - Follow directions issued in Huddle.

PEAK SCHEDULING

- [ ] **Publish Schedule for Black Friday Week in Legion**
- [ ] **Write schedule for Cyber Monday Week in Legion**
  - In most instances stores do not need to staff heavily on Monday morning. Stores will be heavy with customer orders on Monday evening and Tuesday morning.

TEAM MEMBER AVAILABILITY

- [ ] **Complete Team Member Availability Final Review by 11/2**
  - Use the resource for next steps send in Huddle.

HOLIDAY STORE HOURS

- [ ] **Update Store Hours signage with your Holiday Hours**
  - Download the editable PDF, enter your store hours for November, and print & post

Use the printed checklist as your consolidated view of the week. Task will be signed off by marking Huddle tasks complete.

PREPARE TO HOST TEAM MEETING

Prepare now so you Leadership Team is ready for a great party!

As the Store Leader, you will be hosting your Team Captains and Assistant Coach during the Holiday Team Member Meeting. Use this week to review the materials, plan refreshments, and make sure you're ready to lead a fun, engaging meeting

KNOW YOUR DATE

Your Holiday Meeting is scheduled for:

NOVEMEBER 15

If your store is completed the meeting on **November 8,** you can disregard this page.

PREP FOR THE MEETING

Set aside time this week to review and prepare.

10 MIN PRINT & PREP MATERIALS

Plan time to print and prepare any materials needed for the meeting.

20 MIN REVIEW THE MATERIALS

Review the Holiday Meeting resources and become familiar with the activities, talking points, and flow.

20 MIN PREPARE TO PRESENT

Practice the meeting and what you are going to say out loud several times.

10 MIN PLAN REFRESHMENTS

Determine:

- Where you will purchase food
- When you will pick it up
- Are any dietary restrictions to consider

FOOD & REFRESHMENTS

- **Your store will be emailed a virtual gift card** that can be used at most retailers and food establishments.
    - Stores have a food budget of $5 per Team Member, based on your Staffing Guide.
- If your purchase exceeds the amount available on the virtual gift card, this will be covered by the Head Coach.
- Once purchases have been made, upload the receipt to the task in Huddle to confirm funds were spent appropriately.

HOURS REMINDER

Do not enter Supplemental Hours into NetSuite
Corporate will enter these for you. They appear in Legion as Task Hours.

PEAK SCHEDULING AND STORE HOURS

Prepare schedules and store hours now to support the increased demand of peak season.

Holiday traffic and operating hours change quickly beginning Thanksgiving week. Build schedules around anticipated demand, confirm holiday hours are reflected in Legion, and make sure Guest can easily see when you are open.

GAME PLAN

PEAK SCHEDULING

PUBLISH FOR BLACK FRIDAY & PEAK

- Publish your Black Friday Schedule.
- Stores are closed on Thanksgiving, 11/26.
- Holiday Hours begin on Black Friday, 11/27, and continue through the new year.
- Confirm these hours are reflected in your schedule before publishing.

CREATE FOR ONLINE GUEST DEMAND

Create the Cyber Monday Schedule with traffic throughout the day in mind.

- Online orders begin arriving the mid-afternoon of 11/30 for most locations.
- Guests shop throughout the day and into the evening.
- Expect an influx of online orders Monday evening and Tuesday, 12/1, morning.

STORE HOURS

CONFIRM YOUR HOLIDAY HOURS

- Store's begin holiday hours on Black Friday, 11/27, and continue throughout the year.
- Confirm the hours posed at your store match your approved holiday hours.

UPDATE YOUR STOREFRONT

Download the November 2026 Editable Template.

- Open the downloaded file and enter your store's November hours using:
  - **Opening Hours – Closing Hour**
  - Example: **9 AM – 10 PM**
- Print the completed sign and replace the current store hours sign in the holder at the store front.



HOLIDAY READINESS CHECKLIST

NOVEMBER WEEK 3

November 9-15



This week, finalize key presentations with your team, publish your Cyber Monday schedule, complete register till increases, and continue building your December seasonal team.

HOLIDAY MEETING

☐ **If scheduled to hold your Holiday Meeting November 15th:**

- Pick up refreshments using allotted budget.
- Print materials from the Holiday Meeting guide to make sure you are ready to go.
- There is not supplemental information in this playbook for your Holiday Meeting. Refer to the guide sent in Huddle.

WINDOW PAINT REFRESH

☐ **Refresh your window paint to align with the Holiday Season**

- Select one primary holiday message that connects to your local teams and Guests.

CYBER MONDAY SCHEDULING

☐ **Publish schedule for Cyber Monday in Legion**

- Build the schedule to support increased online orders for Cyber Monday evening and orders that flow into Tuesday.

SEASONAL STAFFING

☐ **Review Staffing Guide in Huddle for December seasonal Team Member guidance**

- Review Applicant pool, contact candidates, conduct interviews and continue to hire to meet your store's staffing needs.
- There is not supplemental information in this playbook for Staffing Guide. Refer to the information sent in Huddle.

Use the printed checklist as your consolidated view of the week. Task will be signed off by marking Huddle tasks complete.

WINDOW PAINT REFRESH

Bring your holiday storefront to life with team-colored window paint!

BEFORE YOU BEGIN

Keep the overall storefront presentation in mind as you plan your window paint.

- **Protect Existing Signage:** Keep ornament decals, Rally House bowties, nutcrackers, door signage, and required notices visible. Do not paint over ornament decals at the bottom of the windows.
- **Think Like a Guest:** You message should be easy to read from outside, maintain visibility into the store, and complement the existing presentation without overcrowding the existing presentation without overcrowding the windows.

CHOOSE YOUR MESSAGE

Select one primary holiday message that connects to your local teams and Guests. Examples include:

Home Team for the Holidays **Happy [Insert Team Name/Mascot] Holidays!** **Give the Gift of Game Day!**

PLAN YOUR PLACEMENT

- Use open window space around existing banners or remove one banner to create room for a larger painted message. Keep the design balanced across the storefront.
    - If removing a banner, ensure the team remains features on another window banner.

BRING THE DESIGN TO LIFE

- Use your top team's primary and secondary colors, adding white accents for contrast and a festive winter feel.
- Incorporate snowflakes, bows, ribbons, and small festive accents around the message and banners. Keep the design simple and easy to read.



Incorporate window paint into existing window banner presentations to keep all teams represented.



Duplicate team banners can be removed to create a bigger canvas for window paint messaging.

HOLIDAY READINESS CHECKLIST

NOVEMBER WEEK 4

November 16-22

This week, create a magical moment for the children that shop in our store and reset the register lane.



HOLIDAY COLORING PAGES

☐ **For stores with a children's coloring table:**

- Refresh coloring page assortment to holiday themes

RESET REGISTER LANE

☐ **Reset Register Lanes for Peak Season**

- Follow the Holiday Playbook's Register Reset guidance to feature top-selling teams, maximize product variety, and keep fixtures full, organized, and ready for holiday Guests.
- More guidance will be issued later with directions on where stores can find Register Lane directives to complete the update.

Use the printed checklist as your consolidated view of the week. Task will be signed off by marking Huddle tasks complete.

REGISTER LANE RESET

Make every facing count with seasonal, high-demand add-ons that inspire one last purchase.

The register lane is our final opportunity to drive add-on sales before Guests check out. Keep fixtures full, seasonal, and easy to shop, with a focus on top-performing teams, product variety, and high-demand items.

GAME PLAN

FOCUS ON YOUR TOP TEAMS

- Use your Team Sales Report to identify the top 2-4 teams to feature in your register lanes during the holiday season.
- Campus stores may focus on one team based on their assortment.

BUIDS THE ADD-ON OPPORTUNITY

- Keep merchandise full, neat, forward-facing, and easy for Guests to reach.
- Prioritize product variety by using unique SKUs and styles throughout the register lane.
- Limit each style to **no more than two facings.**

MERCHANDISE IN BOTH LOCATIONS

- Merchandise register lane styles in their home-base location on the salesfloor first.
- Use the register lane as an additional opportunity to showcase these products and drive add-on sales.

KEEP UP WITH GUEST DEMAND

- Refresh register lane merchandise to reflect upcoming games, local events, changing weather, and seasonal shopping needs.
- Adjust the lineup as demand changes to keep the presentation relevant and shoppable.

Guidance will be issued later with directions on where stores can find Register Lane directives to complete the update.

NEXT PLAY

As we approach peak holiday traffic, additional guidance will be shared on **POS spinners, clip strips, and high-demand seasonal products** to help stores maximize add-ons sales throughout the holiday season.

HOLIDAY COLORING PAGES

It's time to create the holiday magic for the children that come into the store!

Our 10 holiday coloring page designs bring together sports and seasonal fun, giving kids an activity to enjoy while their families shop.

Stores with coloring tables should print the updated pages to keep their coloring stations ready for Guests.

GAME PLAN

STORES WITH COLORING TABLES

- Access the Holiday Coloring Pages Here or navigate to Fieldhouse>Printable In-Store Signage > Coloring Pages.
- Print the coloring pages and place them at your store's coloring table for our youngest shoppers to enjoy.

STORES WITH NO COLORING TABLES

- No action is needed.



HOLIDAY READINESS CHECKLIST

NOVEMBER WEEK 5

November 23-29

This week, the holiday season officially begins with Thanksgiving and Black Friday. Reset your store's hours signage and adjust to peak season policies that start Black Friday.



HOLIDAY STORE HOURS

- [ ] **Update Store Hours signage with your Holiday Hours**
  - Download the editable PDF
  - Enter your store hours for December
  - Print & Post

PEAK SEASON POLICIES

- [ ] **All Team Members transition to Holiday phone greeting beginning 11/27, Black Friday**
  - "Season's Greetings from Rally House (store name), this is (your name), how can I help you"
- [ ] **Guest Holds**
  - Guest holds are now held for 24 hours. If a guest requests a longer hold, accommodate it.
  - Use the Hold Application to prevent items from being sold online.

STORE HOURS

Update your store hours sign for December holiday hours

Holiday hours continue throughout December. Make sure Guests have the most current information by updating the Store Hours sign at your storefront.

DECEMBER STORE HOURS

CONFIRM YOUR HOLIDAY HOURS

- Store's begin holiday hours on Black Friday, 11/27, and continue throughout the year.
- Confirm the hours posed at your store match your approved holiday hours.

UPDATE YOUR STOREFRONT

Download the December 2026 Editable Template.

- Open the downloaded file and enter your store's December hours using:
  - **Opening Hours – Closing Hour**
  - Example: **9 AM – 10 PM**
- Print the completed sign and replace the current store hours sign in the holder at the store front.



PEAK SEASON POLICIES

Know the seasonal updates to Phone Greeting and Guest Holds

During the holiday season, two policies are updated to support the Guest Experience during peak traffic. Review these changes and make sure all Team Members understand what to do.

GAME PLAN

PHONE GREETING

Every phone call is an opportunity to deliver the Rally House experience. Guests calling the store should receive the same energy, attentiveness, and support as a Guest shopping inside the building.

BLACK FRIDAY THROUGH CHRISTMAS EVE

Use the holiday phone greeting:



PEAK SEASON GUEST HOLDS

During the holiday season, more Guests may ask your store to place merchandise on hold.

SET THE EXPECTATION

When a Guest requests a hold, let them know the item can be held for 24 hours.

> "Yes, we can hold these items for 24 hours. What name can I use to place the hold?"

Use the Hold Application and enter a release date of tomorrow.

IMPORTANT TO KNOW

Items placed in the Hold App are removed from available online inventory.

Do not create the initial hold for longer than 24 hours.

IF A GUEST REQUESTS MORE TIME

If the Guest request an extended hold, accommodate the request.

HOLD ALREADY ENTERED

1. Log in.
2. Delete the existing hold.
3. Create a new hold with the new requested date.

HOLD BEING ENTERED

1. Log in.
2. Create the hold using the date requested by the Guest.

