



Dedicated to entertaining East Lansing responsibly

Best Management Practices for NCAA Tournament Games

Staffing:

1. Overstaff. Be prepared for high volumes. Better safe than sorry.
2. Two managers should be on duty for Final Four games. One working the door and one working the floor.

Employees:

1. Recommended pre-shift meetings with door staff and servers.
2. Remind door staff not to allow any over-intoxicated person to enter your establishment. Try to stop problems at the door before they become your issue.
3. Remind servers that patrons will be in your establishment much longer than on a normal night. Pace your tables and watch closely for over-intoxication.

Specials:

If you are running specials, refrain from deep discounts on alcoholic beverages. Make sure to have food specials. Pitcher specials are recommended over other types of specials. Refrain from bottled beer and shot specials for these games.

Capacity:

Going over capacity will just lead to more problems. Make sure door staff is closely monitoring capacity.

Final Four Pre-game and Game time Practices

Every establishment should make a strong effort to entice patrons to remain in their establishment immediately following the end of each game.

- First: Play music at the end of the game to “keep the party going.”
- Second: Near the conclusion of the game, have a food buffet available to your patrons.
- Third: Post-game giveaways of Spartan memorabilia or other items may be another incentive for keeping patrons in your establishment. Be creative!