

New Year's Eve marketing checklist

Brand: _____

Owner: _____

Each block matches a play on New Year's Eve marketing. Fill it once, then rerun before December sends go out.

Dated NYE SKU PLAY 1

- ☐ Our NYE date on the page (31 December 2026):

- ☐ Our public price and currency on the page:

- ☐ Our named inclusions on the page:

- ☐ Our source of truth for capacity or seats remaining:

Tickets before gift cards PLAY 2

- ☐ Our NYE ticket or booking URL:

- ☐ Our gift card URL (separate from NYE):

- ☐ Our December email order (ticket first, stored value second):

Last-seats page PLAY 3

- ☐ Our last-seats or availability page URL:

- ☐ Our waitlist path when we sell out:

- ☐ Countdown timer removed from NYE copy:
Pass / Fix

Alcohol-free option PLAY 4

- ☐ Our plain name on the menu or package (no health claims):

- ☐ We list it alongside our other drink or package options:

- ☐ Our staff brief on what is included:

1 January handoff PLAY 5

- ☐ Our one January reset offer for the guest list:

- ☐ Our send or on-site moment before midnight on 31 December:

- ☐ Our offer terms in one line:

Our industry angle

- ☐ Our NYE tickets and our gift cards live on two separate URLs.

- ☐ We ticked one angle from our hub industry block this week.
