

## NFL Draft Week in Oakland

The NFL Draft is coming to Pittsburgh, bringing thousands of visitors into the city. While the main event is downtown, Oakland will see increased activity from visitors staying nearby, exploring in the mornings, and heading out in the evenings.

### Oakland Welcomes Fans of...

We're inviting businesses to participate in a neighborhood-wide campaign that celebrates what makes your business unique!



- We'll provide posters with "Oakland Welcomes Fans of \_\_\_\_" for you to customize
- Write in something that reflects your business (Sushi, Vintage, Strong Coffee, Sustainability, etc.)
- Our team will photograph business owners and staff with your sign for social media. These will be featured across Oakland channels during Draft Week

### Coffee & Cocktails in Oakland

We'll be highlighting coffee shops and cocktail spots in Oakland to help visitors staying in the neighborhood easily find great options for mornings and evenings during Draft Week.

- Featured social media posts and roundups
- We'll highlight great spots for pre-event mornings and post-event evenings
- This is a key opportunity as visitors look for places outside of downtown crowds

### How to Make the Most of It

Draft Week is all about visibility and discovery. A few small actions can make a big impact:

- **Join the Campaign-** Fill out your "Oakland Welcomes Fans of..." sign and lean into it on your own social channels
- **Show Up on Social-** Share your sign, your space, and what makes your business worth a visit during Draft Week
- **Be Ready for New Faces-** Consider extended hours or small touches that make it easy for visitors to stop in
- **Keep It Simple-** You don't need a big promotion—just a clear, welcoming reason for someone to walk through your door