

PLAN & PREPARE.

Set the date, lock the details, and give your guests a reason to come back.



01 PICK THE NIGHT

- ☐ Choose a slower night. Allow guests 20–30 minutes to arrive and order before the competition starts.
- ☐ Hiring a DJ? Confirm availability, fee, arrival time, and responsibilities. Walk through the rules, timing, and announcements together.
- ☐ Hosting in-house? Assign a team member. Check the microphone, speakers, cables, and batteries. Plan a sound check before guests arrive.

02 SET TEAM CAPACITY

- ☐ Plan for 2–6 players per team. Choose tables with room to spread out without disrupting regular service.
- ☐ Set the team limit. Decide on reservations, walk-ins, or both, and assign someone to track sign-ups.
- ☐ Choose puzzle difficulty and competition length together. A 1,000-piece puzzle is not a quick round.

03 SOURCE YOUR PUZZLES

- ☐ Before buying, ask toy shops, game stores, or local businesses to donate identical puzzles or offer a quantity discount.
- ☐ Offer recognition on flyers, social posts, or at the event. Use the included partnership letter and confirm what each party will provide.
- ☐ Otherwise use the RSW Shopping List, Walmart, a local toy store, or another retailer. Buy identical sets for all teams, plus a spare.

04 FREE PLAY & PRIZES

- ☐ Keep participation free, like trivia night. The goal is guest traffic and food and beverage sales.
- ☐ Choose a gift card, merchandise, gift basket, sponsor prize, or team prize. Decide whether teammates share or receive individual prizes.
- ☐ Confirm the prize, its value, and who will present it before advertising.

05 WRAP & CHECK SUPPLIES

- ☐ Leave factory-sealed puzzles sealed. Wrap each box to hide the image until the countdown.
- ☐ Check the Shopping List for wrapping paper, cardstock, markers, sorting trays, table tents, and a countdown timer. Use what you already own.

06 SET YOUR EVENT RULES

- ☐ Decide the competition length, break, hints, and tie procedure using the playbook as your guide.
- ☐ Agree on the rules with whoever is running the competition before game night.

PROMOTE & EXECUTE.

Your menu and marketing assets are already built. Put them to work.



07 GET THE BAR READY

- ☐ Review the completed Puzzles & Pints drink menu and bartender recipes. Confirm ingredients and order what is missing.
- ☐ Cost and price the cocktails for your restaurant. Add each drink to the POS with correct prices and modifiers; test the buttons.
- ☐ Print guest menus and give bartenders their recipe guide before pre-shift.

09 BRIEF YOUR CREW

- ☐ Confirm who runs the competition: your DJ or designated team member. They welcome teams, explain rules, lead the countdown, announce progress and breaks, and award prizes.
- ☐ Brief the kitchen, bar, floor, and manager on expected teams, featured drinks, and event timing. Test the mic and timer.

11 START TOGETHER

- ☐ Give teams 20–30 minutes to settle in and order food and drinks before starting.
- ☐ Have the DJ or designated team member explain rules and bring out wrapped puzzles together. Count down and unwrap on the same signal.

08 PROMOTE THE NIGHT

- ☐ Customize the included flyer and social graphics with the date, time, team size, free participation, prize, and reservation instructions.
- ☐ Use the social strategy, table tents, and staff hype flyer. Ask servers to invite regulars.
- ☐ Update promotions if team reservations fill.

10 CHECK & STAGE TABLES

- ☐ Check reservations, team counts, and table assignments. Note open spots for walk-ins.
- ☐ Set out heavy cardstock and markers so guests can write team names, plus the drink menu and rules.
- ☐ Keep wrapped puzzles off-table until the competition begins. Stage identical sets and the spare nearby.

12 FINISH & REPEAT

- ☐ When competition time ends, have the DJ or designated team member announce the winner and award prizes.
- ☐ Thank sponsors, take photos with permission, and announce the next Puzzles & Pints date.

GAME NIGHT LINEUP.

Fill it out, hand it to the person running the night, and keep it close.

01 THE EVENT DETAILS

EVENT DATE

GUEST ARRIVAL TIME

COMPETITION START

MAXIMUM TEAMS

PUZZLE THEME / PIECE COUNT

DJ / DESIGNATED TEAM MEMBER

COMPETITION TIME LIMIT

02 THE FOOD, DRINKS & PRIZES

FIRST-PLACE PRIZE

SECOND-PLACE PRIZE (IF OFFERED)

FOOD SPECIALS

DRINK MENU PRICING / POS CONFIRMED BY

NEXT THEMED NIGHT / DATE

03 FINAL PRE-SHIFT CHECK

☐ Identical puzzles + spare

☐ Wrapped puzzle boxes

☐ Cardstock + markers

☐ Reservations / team list

☐ Prizes ready

☐ Rules + team signs

☐ Microphone, speakers + batteries

☐ Timer + sound check

☐ Drink menus printed

☐ Recipes tested + ingredients stocked

☐ POS buttons + prices tested

☐ DJ / team member briefed

ONE LAST THING: Give guests 20–30 minutes to order before the puzzles come out.