How to Prepare for the Bremerton Fan Zone



For full event details and programming, click here:
https://www.downtownbremerton.org/events/bremerton-fan-zones

A Big Opportunity for Your Business

The Fan Zone is intentionally designed to drive people into downtown—not keep them in one place.

Visitors will be:

- Exploring shops, restaurants, bars, and local experiences
- Discovering Bremerton for the first time
- Looking for places to eat, drink, shop, and hang out before and after matches

Bottom line: this is your opportunity to capture new customers and turn them into regulars.

Our Intentional Approach

You may notice something different about our setup:

- We did not build a traditional vendor market inside the Fan Zone
- We are not filling the space with competing food or retail vendors

- **We are creating** a “stadium-style” experience with:
    - A large LED screen
    - Entertainment and programming
    - Limited beer and snack concessions

Why?
Because we want visitors to watch the match, feel the energy, and then go explore downtown businesses.

Lean Into the Global Energy 🌍⚽

One of the biggest opportunities during the Fan Zone is tapping into the international nature of the World Cup.

Seattle will host matches featuring teams from around the world, including:

- United States
- Australia
- Belgium
- Egypt
- Iran
- Qatar
- New Zealand
- Additional European teams (TBD through qualifiers)

This means fans from across the globe—and across the region—will be showing up ready to celebrate.

What this means for your business:
Fans don’t just come to watch—they come to experience their culture.

Ideas to Bring It to Life

Soccer-centric merch

- Scarves (a staple in global soccer culture)
- Team color apparel
- Flags, pins, hats, face paint kits
- “Bremerton Fan Zone” themed gear

Culturally inspired offerings
Lean into global flavors and experiences:

- Australia → meat pies, coffee culture, beach vibes
- Belgium → waffles, fries, beer pairings
- Egypt → shawarma, falafel, bold spices
- Iran → kebabs, saffron rice, tea
- Qatar → Middle Eastern flavors, dates, coffee

- New Zealand → lamb dishes, craft beer, rugby crossover

Themed moments

- Feature a different country during match days
- Create simple, rotating specials
- Add music, décor, or small touches that reflect global culture

Keep it simple and authentic
You don't need to overhaul your business—just layer in:

- A themed item
- A small merch display
- A cultural nod

That alone can create a memorable, shareable experience.

How You Can Prepare

Be ready for volume

- Staff up for key dates (especially U.S. matches and weekends)
- Expect surges before and after matches
- Consider extended hours on event days

Make it easy to say yes

- Simplify menus or offerings during peak times
- Offer grab-and-go options if possible
- Focus on fast, friendly service

Lean into the energy

- Decorate with soccer, summer, or Bremerton pride
- Create a fun, welcoming atmosphere

Give people a reason to walk in

- Offer simple promotions (game-day specials, themed items)
- Use signage to pull people off the street

Promote your business

- Share hours, specials, and updates on social media
- Tag the DBA so we can amplify
- Make sure your Google hours are accurate

Focus on the experience
Visitors will remember:

- Friendly service
- Unique spaces
- Local charm

We’ve Got You Covered

The DBA is:

- Driving regional marketing and tourism
- Producing a high-quality Fan Zone experience
- Bringing people directly into downtown

Now it’s all about what happens when they arrive at your door.

Let’s Make This Big

This is more than an event—it’s a chance to showcase Downtown Bremerton and create lasting impact for local businesses.

Let’s show them what Bremerton’s all about.