



Tips For A Successful Ice Cream Day at Sal & Mookie's

1: Request a Mookie Appearance! These appearances by our mascot are only \$50 and are always popular with the kids! They are a fun way to interact with our guests and help hand out promotional materials. If you want one, be sure to request it as you are setting up your Ice Cream Day as they **MUST** be scheduled ahead.

2: Be onsite! While you're not required to be onsite for your Ice Cream Day (we can hand out flyers with the ice cream for you) you will have much more success at generating awareness if you are on hand to meet guests yourself - and a friendly face is always so much more personal than just a flyer or poster! Even if you can only be there for part of the day that is a big plus.

3: Have engaging materials- a.k.a. swag! The day of you are welcome to hand out flyers, put up posters, give kids stickers, place table tents, bring a mascot, put up a banner on the front railing, set up a welcome area, etc. The only requirements we have is to not disrupt guests and to remove all materials at the end of the day. The rest is fair game!

4: Pick a strategic day. Thursdays and Fridays are usually our busiest, except for holiday Fridays. We are not open for business on Mondays. Pick a day that will be meaningful to your cause, campaign, or business and come have fun with us!

Have more questions or a cool idea about how to rock out your day? Give me a call!

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