



Let's Celebrate Your Friendly Local Game Store Members!



Your Friendly Local Game Store (FLGS) is the heart of the tabletop community.

Game Store Day 2026, is a GAMA initiative that is designed to get consumers to celebrate their Friendly Local Game Stores all on one big, exciting, day— **November 7, 2026**.

Game Store Day benefits GAMA's retailer members and the entire board game community!

This GAMA initiative will:

- Help **drive traffic** to stores
- **Host a dedicated website** with participating store locator and event details
- Provide a **Retailer Marketing Toolkit** to help with local promotion
- **Build excitement** through a campaign in industry outlets leading up to Game Store Day
- **Promote Game Store Day** through social media channels
- **Support Game Store Day** in the media
- **Coincide** with the American Library Association's International Games Month

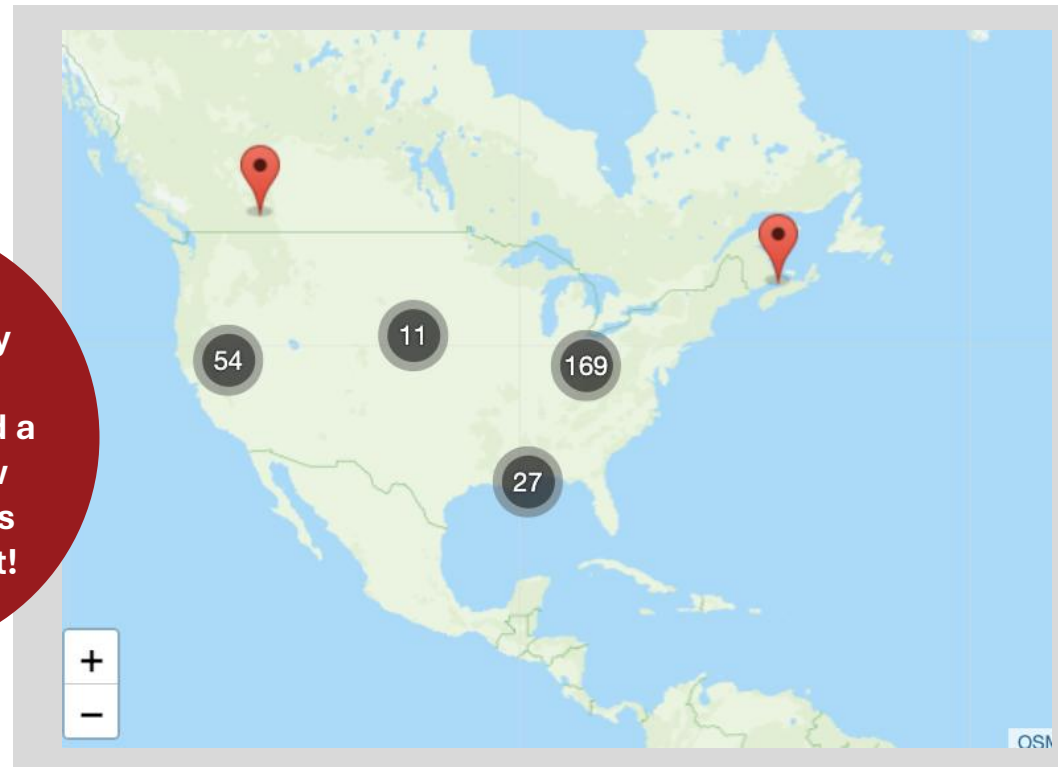
More than half of participating stores saw an increase in sales and/or foot traffic during GSD 2025!*



Game Store Day 2025 was a big success!

269 stores participated in the U.S. and Canada!

In 2025 the Game Store Day microsite had 4,000 visitors and a big spike in new visitors two days before the event!





Game Store Day 2025 was a big success!

- 269 stores participated across the U.S & Canada
- 59% Saw an increase in sales and/or foot traffic

Overall Takeaway from the GSD 2025 Survey

- **Marketing Support** - Create broader consumer awareness before Game Store Day.
- **Publisher Participation** - Provide exclusive promos and product support.
- **Paid Promotion Kit** - Include GSD branded merchandise and retailer-requested materials.
- **Event Ideas** - Retailers don't just want marketing materials, they want customers to have a reason to visit.
- **Planning & Lead Time** - Give retailers more lead time to organize events and promotions.



Find a participating store near you at
GameStoreDay.com

I MY
FLGS



This year we're building it even bigger and better!



New, enhanced logo!

Headlines that motivate!



Color that gets attention!

See slides 9–15 for campaign work in progress.



Here's how PUBLISHERS can get involved:

GAMA would like to distribute 500 Publishers' Boxes to friendly, local games stores brimming with your amazing products!

- It costs nothing to participate (except for the cost of the items you're putting in the boxes). We are looking for free items (enough for 500 boxes).
- We will announce a fulfillment partner, and you'll send the items to there; they will distribute to game stores.
- Retail stores will pay to participate and will be allowed a maximum of 2 boxes (this covers the cost of shipping and fulfillment so that the program is not a cost burden for GAMA).
- If providing a single game, we will need 500 copies of that game.

We expect 400 to 500 stores to participate.

Here are some items that would fit nicely into the boxes
(let us know if you have other ideas!):

- **A pre-release demo of a new game, preferably with ordering instructions so that retailers can sell it early.**
- Promotional cards or items that have not been widely available.
- New content (short adventures for RPGs).

The less
common the
items, the better
it will be received
by retailers.

More great ways PUBLISHERS can get involved:

- Look for joint marketing opportunities with retailers
- Drive fans to the [Game Store Day](#) website and encourage them to use the store locator to find your products
- Promote Game Store Day on your social media channels (see **tool kit details on slide 11-17**)
- Follow-up email to show/explain activation



Here's how RETAILERS can get involved:

Purchase one (or two) of the Publishers' Boxes full of unique, pre-release, promotional and NEW products!

Publishers across the country will be sending us their products to distribute to retailers for Game Store Day. Retailers can showcase these products at GSD events and promote them on social media. Here's how to get your Publishers Box:

- 1 Register to participate.**
Fill out the Monday form at <https://wkf.ms/4bBa50W> let us know if you'd like ONE or TWO boxes. Each box may contain identical products.
- 2 Cost of each box is \$179.00. you can pay for the boxes on the registration site.**
- 3 Boxes will ship mid-October.**

Check out the marketing toolkit on slides 11–17!

More great ways RETAILERS can get involved:

- Look for joint marketing opportunities with publishers
- Drive customers to the [Game Store Day](#) website. They could win Origins badges or get discounts.
- Utilize GAMA's Game store Day toolkit—you'll find materials needed to promote and celebrate your store!
- Organize free-play events or tournaments.
- Host a round-table discussion with local creators, artists, authors or board game experts.
- Engage with local media—invite them to play at your store.
- Post on social channels to engage your local audience (see tool kit details on slide 11-17).



**We're already working hard to launch an enhanced,
comprehensive marketing campaign.
We're playing to help YOU WIN.**

GAMA makes it easy for retailers to promote Game Store Day events!

Marketing materials found on slides 11–17 are available to members. Just download, print or post!
Customizable layouts are also available.

***Not every item shown in presentation will be provided.
However, all items shown will be provided as templates in the digital toolkit.**



GAMA is here to support and promote our members

By early September GAMA will:

- upload a deck of useful informational on the program
- send out GSD Marketing Toolkits to retailers, including window clings
- update and enhance the GSD website
- launch a social media teaser campaign

By the early October GAMA will:

- Promote GSD to the industry outlets (BGG, Board Game wire, ICv2, *Game Trade Magazine*, podcasts, etc.)
- Boost in-store events on GAMA social channels
- Track engagement metrics

By the mid-October GAMA will:

- push for last-minute retailer sign-ups.
- make final updates to the store locator on the website.
- provide support for stores and partners as needed.
- launch social media campaign

Highlights:

- **Early September:** Marketing toolkits, website updates, retailer resources, and teaser campaign launch.
- **Early October:** Industry promotion, social media support, and engagement tracking.
- **Mid-October:** Final retailer recruitment, store locator updates, retailer support, and full social media campaign launch.

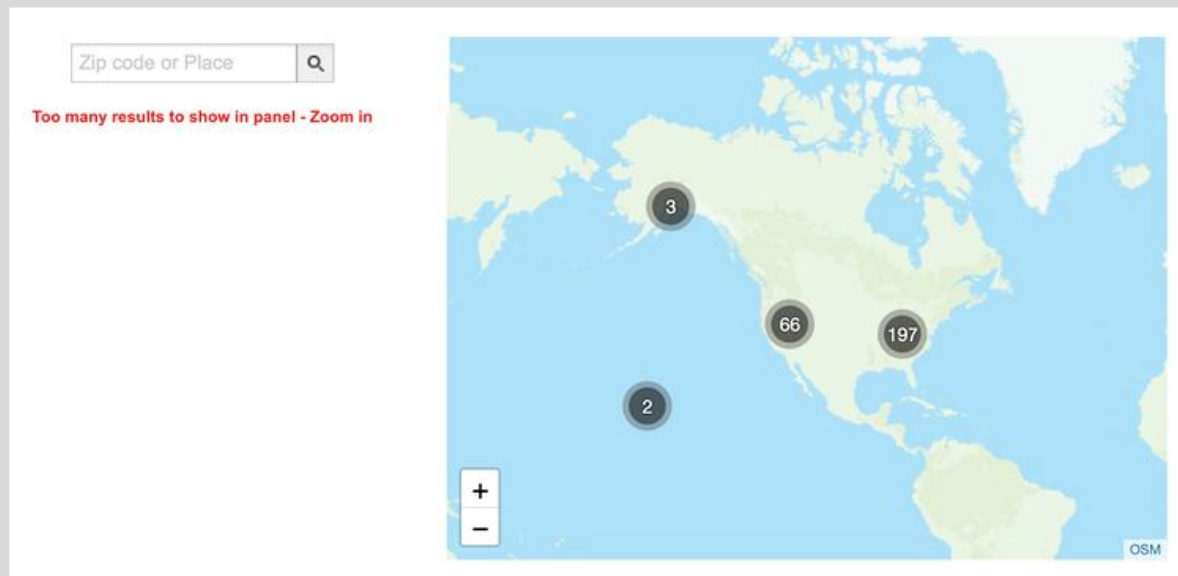
Check out the marketing toolkit on slides 11-17!



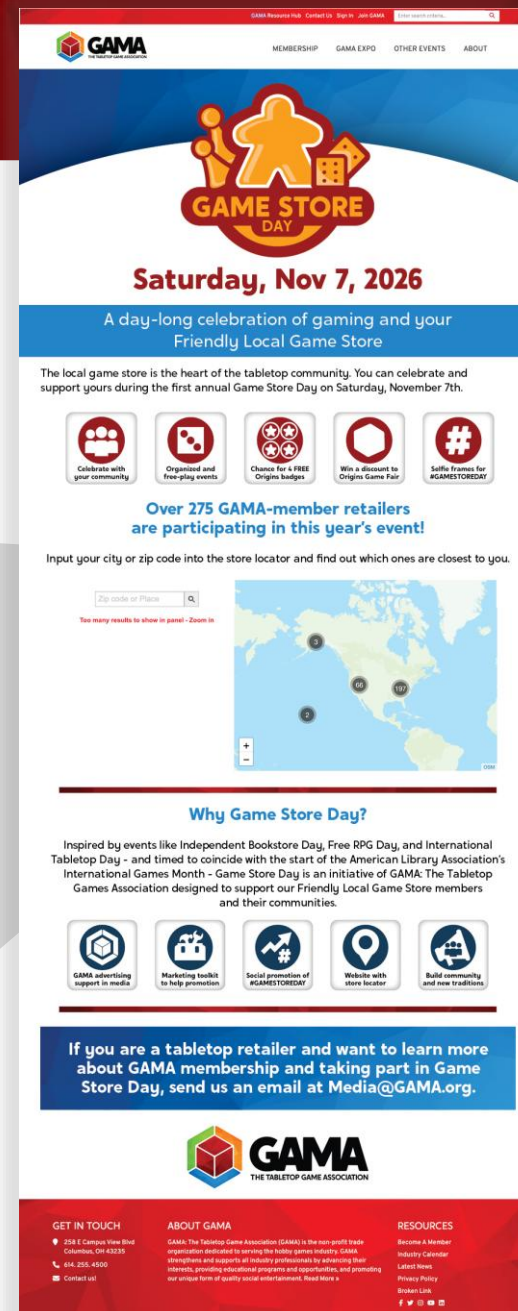
Enhanced and Updated Microsite

Hosted on Gama's website, print and digital collateral will drive consumers (and publishers & retailers) to this site for more information.

Store locator helps customers find retailers.



Microsite



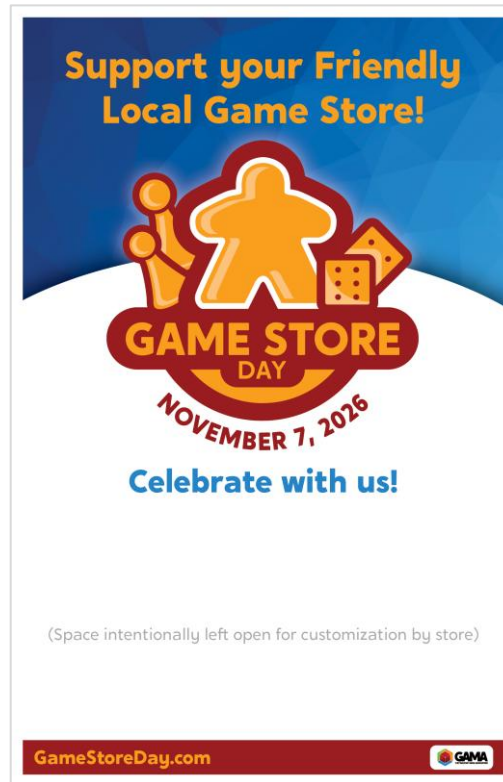


Enhanced and Updated Marketing Toolkit

Printed collateral (*designs not final*)



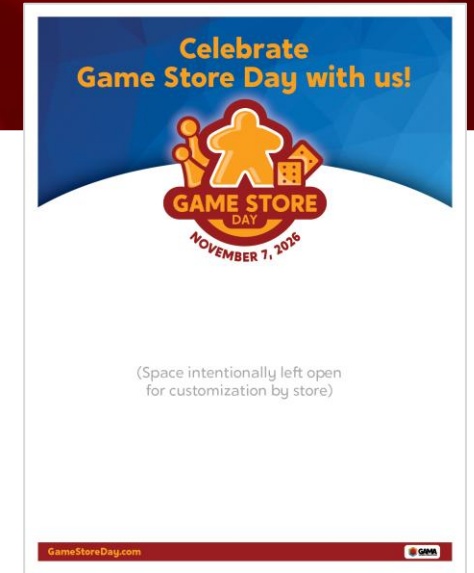
Store poster 11" x 17"



Customizable store poster
11" x 17"



Community poster
11" x 17"



Customizable Fliers 8.5" x 11"



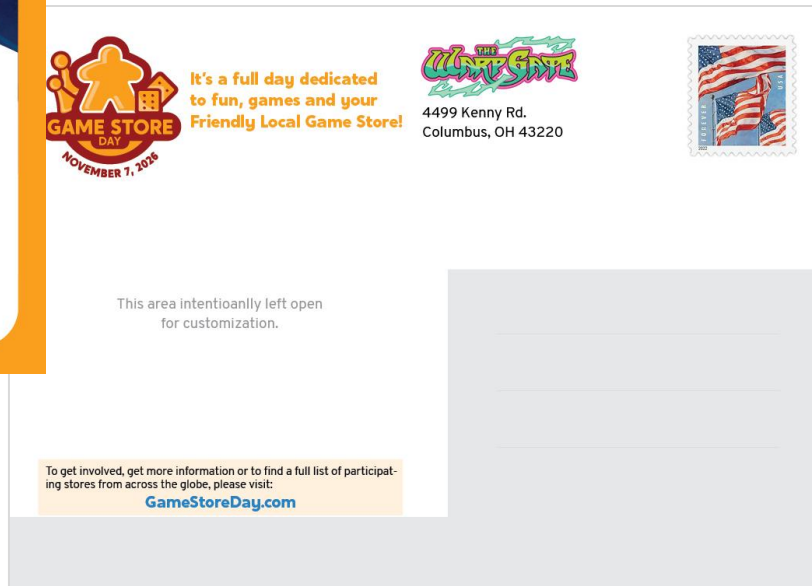
Customizable Print Ad 8.5" x 11"



Enhanced and Updated Marketing Toolkit

Print collateral (*designs not final*)

Customizable Postcard 5" x 7"



Stickers





Enhanced and Updated Marketing Toolkit

Printed collateral (*designs not final*)

Balloons



Poster for Sandwich Board
or Easel 20" x 30"



Large static cling for
windows (12" x 12")



Reusable indoor/outdoor banner
(60" x 24")





Enhanced and Updated Marketing Toolkit

Printed collateral (*designs not final*)

Tshirt



Travel Mug



Hat



Coasters

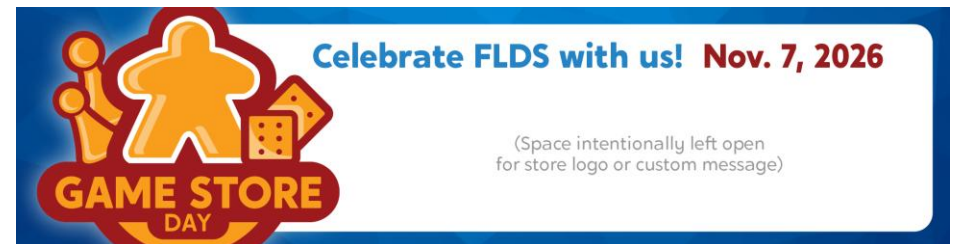


*Available for purchase in online store, provided on website.



Enhanced and Updated Marketing Toolkit

Customizable Digital Display Ads (*designs not final*)

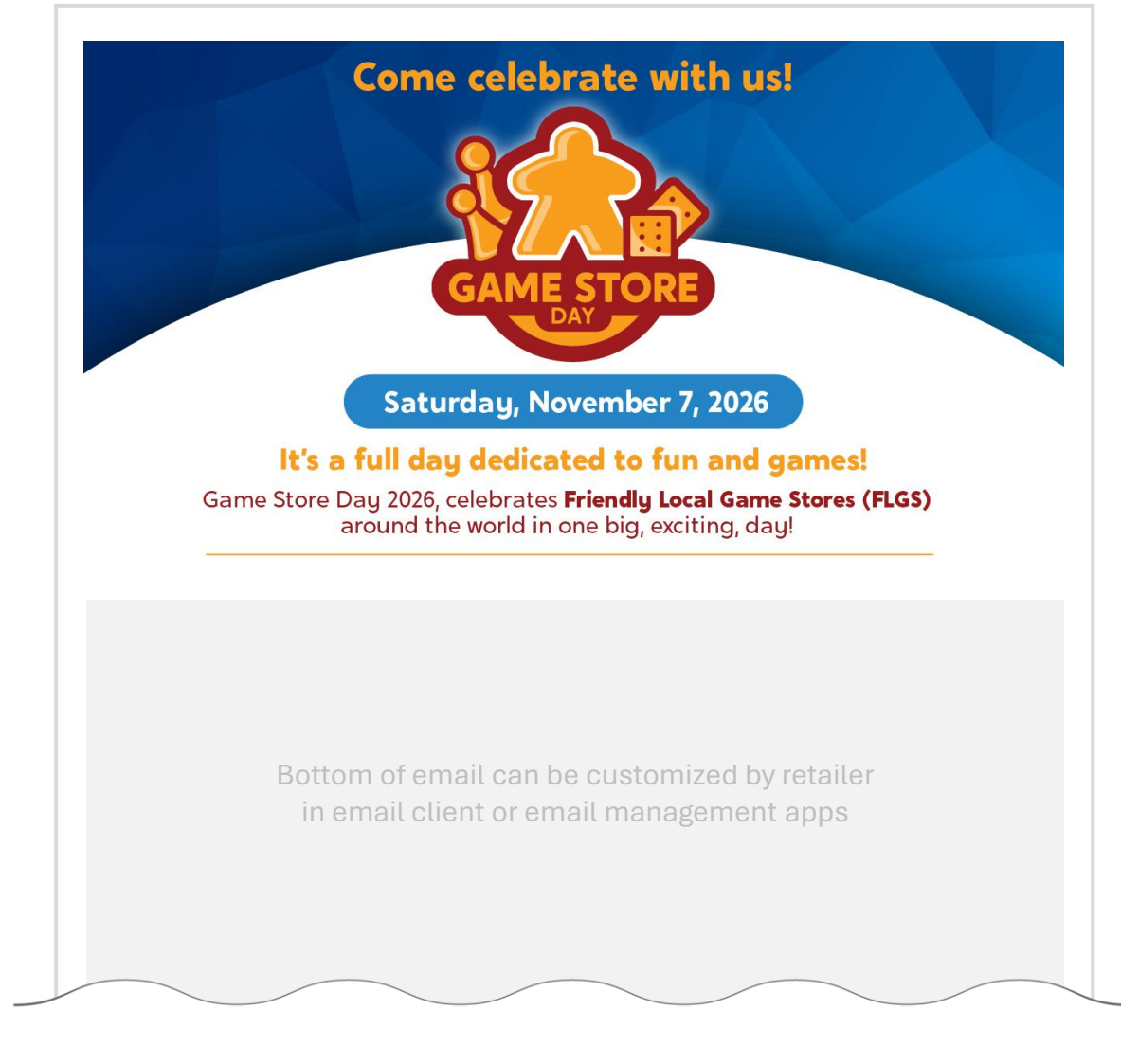




Enhanced and Updated Marketing Toolkit

Email graphics (*designs not final*)

Graphic 600p x 320p

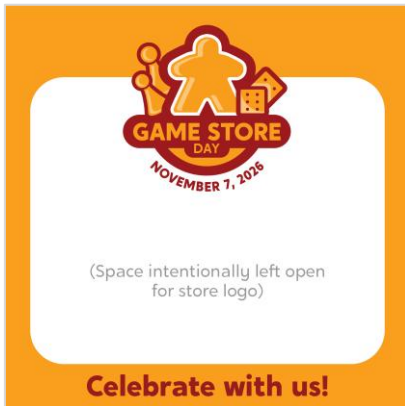




Enhanced and Updated Marketing Toolkit

Social Media Organic & Paid (*designs not final*)

Instagram, Facebook, X (Twitter), Blue Sky, TV, some designs are customizable.





Participation Postcard 5x7

GAMA to Leadership to hand out at GenCon

GAME STORE DAY
NOVEMBER 7, 2026

CELEBRATE WITH US!
Saturday, November 7, 2026

In 2025, more than 250 stores participated.
Of participating stores, more than half saw an increase in sales and/or foot traffic during Game Store Day 2025!*

This GAMA initiative will:

- Help drive traffic to stores
- Distribute Publishers' Boxes to participating stores. Boxes could contain special Publisher's pre-release products and new content.
- Host a dedicated website with store locator and event details
- Provide a Retailer Marketing Toolkit
- Build excitement through social media and industry outlets
- Support Game Store Day in the media

*SOURCE: Game Store Day 2025 Retailer Survey

GAME STORE DAY
NOVEMBER 7, 2026

Scan the code to see the **NEW** Retailer Marketing Kit on the Game Store Day website!

RETAILERS: Register to participate!
Fill out the Monday form at wkf.ms/4bBa50W let us know if you'd like ONE or TWO Publishers' Boxes. Boxes may contain identical products.

PUBLISHERS: Contact us to contribute!
Email GAMA at media@GAMA.org and let us know if you'd like your product in our Publishers' Box. We'll need enough free items to fill 500 boxes to distribute to retailers.

Still have questions or a cool Game Store Day idea?
Please email us at media@GAMA.org

You can also check our website at:
GameStoreDay.com



GAMA
THE TABLETOP GAME ASSOCIATION

We can't wait to celebrate with you!

[REGISTER TO PARTICIPATE](#)

GameStoreDay.com