

Quick Links

Hashtags
#UFC261



UFC
[Kamaru Usman MMA](#)
[Jorge "Gamebred" Masvidal](#)
-
[Thug Rose](#)
[Valentina Shevchenko](#)
-



ufc
[usman84kg](#)
[gamebredfighter](#)
[zhangweilimma](#)
[rosenamajunas](#)
[bulletvalentina](#)
[jessicammapro](#)



@ufc
[@USMAN84kg](#)
[@GamebredFighter](#)
[@MmaWeili](#)
[@rosenamajunas](#)
[@BulletValentina](#)
[@jessicammapro](#)

3 Weeks Out

JHP Insider: Inform your staff about UFC 261. Make sure they know you will be hosting a watch party on April 24.

Focus: UFC 261 email campaigns. Use the image and subject lines below.

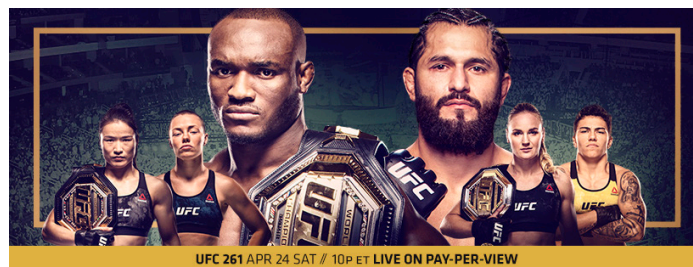


- UFC welcomes back live fans with a championship tripleheader at UFC 261!
- A championship tripleheader is set to take over the Octagon on Saturday, April 24!

2 Weeks Out

JHP Insider: Download images from the [Marketing Hub](#) and add a fight promotion section to your website.

Focus: Facebook event. Use the image and information below.



Make a UFC 261 event on Facebook. Invite your followers.

- Inform your staff and encourage them to invite their Facebook friends.
- Post any food or drink specials you'll have during the event.
- Promote giveaways

10 Days Out

JHP Insider: Make sure you've paid for UFC 261. Once paid, your business will show up on the JHP & UFC bar finders.

Focus: Pinned Social Media. Pin the images and posts below to the top of each platform.



UFC continues to raise the bar for MMA as #UFC261 heads to Jacksonville on Saturday, April 24 for the latest history-making card to hit the Octagon. You won't want to miss this event. Call us for more info!



ufc continues to raise the bar for MMA as #UFC261 heads to Jacksonville on Saturday, April 24 for the latest history-making card to hit the Octagon. You won't want to miss this event. Call us for more info!



@ufc continues to raise the bar for MMA as #UFC261 heads to Jacksonville on Saturday, April 24 for the latest history-making card to hit the Octagon. You won't want to miss this event. Call us for more info!

7 Days Out

JHP Insider: Remember: The pay-per-view fights begin at 10 p.m. ET, but the prelims start at 8 p.m. ET!

Focus: Facebook, Instagram and Twitter. Use the post below.



No. 3 ranked men's pound-for-pound fighter [Kamaru Usman MMA](#) has his sights set on proving his first win over [Jorge "Gamebred" Masvidal](#) was no fluke. Watch it live on Saturday, April 24.

No. 3 ranked men's pound-for-pound fighter [usman84kg](#) has his sights set on proving his first win over [gamebredfighter](#) was no fluke. Watch it live on Saturday, April 24.

No. 3 ranked men's pound-for-pound fighter [@USMAN84kg](#) has his sights set on proving his first win over [@GamebredFighter](#) was no fluke. Watch it live on Saturday, April 24.

Need help? Contact us at 1-800-557-4263.

6 Days Out

JHP Insider: Don't forget your Facebook event. Keep it updated and try to create conversation.

Focus: Facebook and Twitter. Use the posts below.



Another good one coming your way! Don't miss the tripleheader at #UFC261. The welterweight, straw-weight and featherweight titles are all up for grabs. Mark your calendars for April 24!

Another good one coming your way! Don't miss the tripleheader at #UFC261. The welterweight, straw-weight and featherweight titles are all up for grabs. Mark your calendars for April 24!

Less than one week to go until our #UFC261 watch party! Don't forget that we will be having food & drink specials all night! Who's excited?

5 Days Out

JHP Insider: Keep the momentum going on social media during fight week.

Focus: Facebook and Twitter. Use the images and posts below.



Make sure to get here early on Saturday night. #UFC261 starts at 10 p.m. ET!

This Saturday, April 24, we will be showing #UFC261. The PPV starts at 10 p.m. ET. Come join us!

The pay-per-view begins at 10 p.m. ET Saturday night! We will have food & drink specials early! We are looking forward to another great night with our favorite fans.

Questions? Email marketing@joehandpromotions.com.

4 Days Out

JHP Insider: Remind your customers that you will be hosting a UFC 261 watch party.

Focus: Emails, Facebook and Twitter. Use the images and posts below.



- **Email Content:** The UFC continues to raise the bar for world-class mixed martial arts action in 2021, with the UFC 261 event on April 24 the latest history-making card to hit the Octagon. In the main event of the championship tripleheader, a score will be settled when heated rivals Kamaru Usman and Jorge Masvidal meet again for the welterweight belt. Plus, two more title fights are expected to shake up the strawweight and flyweight divisions, as Zhang Weili returns for the first time since her epic bout with Joanna Jedrzejczyk to defend her 115-pound crown against former champion Rose Namajunas, and former strawweight champ Jessica Andrade looks to strike gold when she challenges flyweight queen Valentina Shevchenko.



ICYMI: The welterweight top athletes are back for a rematch guaranteed to thrill! You won't want to miss a second of #UFC261!



ICYMI: The welterweight top athletes are back for a rematch guaranteed to thrill! You won't want to miss a second of #UFC261!

Need help? Contact us at 1-800-557-4263.

3 Days Out

JHP Insider: With 3 days left, social media should be your top priority in getting the word out.

Focus: Facebook and Twitter. Use the images and posts below.



REMINDER: The welterweights aren't the only ones looking for gold! Zhang Weili & [Thug Rose](#) will battle for the strawweight crown while [Valentina Shevchenko](#) & Jessica Andrade will go head-to-head for the flyweight title. Who are your picks for #UFC261?

REMINDER: The welterweights aren't the only ones looking for gold! @[MmaWeili](#) & @[rosenamajunas](#) will battle for the strawweight crown while @[BulletValentina](#) & @[jessicammapro](#) will go head-to-head for the flyweight title. Who are your picks for #UFC261?

2 Days Out

JHP Insider: With 2 days left, social media should be your top priority in getting the word out.

Focus: Facebook, Twitter and Instagram. Use the images and posts below.



There are only 2 days left until the [Kamaru Usman MMA](#) & [Jorge "Gamebred" Masvidal](#) meet at #UFC261! Where will you be watching?

There are only 2 days left until the [usman84kg](#) & [gamebredfighter](#) meet at #UFC261! Where will you be watching?

There are only 2 days left until the @[USMAN84kg](#) & @[GamebredFighter](#) meet at #UFC261! Where will you be watching?

Questions? Email marketing@joehandpromotions.com.

1 Day Out

JHP Insider: With one day left, social media should be your top priority in getting the word out.

Focus: Facebook and Twitter. Use the posts below.



Tomorrow night, we are hosting a watch party for #UFC261 fans. Don't miss out! Join us at 10 p.m. ET to start the night off for the pay-per-view!

Tomorrow night, we are hosting a watch party for #UFC261 fans. Don't miss out! Join us at 10 p.m. ET to start the night off for the pay-per-view!

Morning Of

JHP Insider: You have less than 24 hours to get the word out! Don't be shy about continuing to post.

Focus: Facebook and Twitter. Use the posts below.



It's #UFC261 fight morning! Don't forget to join us tonight at 10 p.m. ET for a fun-filled night of fights!

It's #UFC261 fight morning! Don't forget to join us tonight at 10 p.m. ET for a fun-filled night of fights!

#UFC261 is tonight! We can't wait to see all of our favorite fans in the house! Call us directly if you have any questions about the watch party. XXX-XXX-XXXX

Need help? Contact us at 1-800-557-4263.

Afternoon Of

JHP Insider: This is your last push before fans head out for the fights. It's not too late to catch their attention.

Focus: Facebook and Twitter. Use the posts below.



#UFC261 PPV starts at 10 p.m. ET, but start your night off early with us. Come in & find a spot before it's too late!

#UFC261 PPV starts at 10 p.m. ET, but start your night off early with us. Come in & find a spot before it's too late!

Evening Of

JHP Insider: This is your last push before fans head out for the fights. It's not too late to catch their attention.

Focus: Facebook and Twitter. Use the posts below.



#UFC261 is tonight! We can't wait to see all of our favorite fans in the house! Call us directly if you have any questions about the watch party. XXX-XXX-XXXX

#UFC261 is tonight! We can't wait to see all of our favorite fans in the house! Call us directly if you have any questions about the watch party. XXX-XXX-XXXX



**Use your Snapchat and Instagram stories to show the UFC fans following you that your bar is the place to be on fight night by scanning the crowd.*

Questions? Email marketing@joehandpromotions.com.

Post Event

JHP Insider: Start prepping for your next event.

Focus: Facebook, Twitter and Instagram. Use your photos from UFC 261 and use #JHPUFC.



#JHPUFC #UFC261 was a great success! We are already looking forward to the next pay-per-view!



#JHPUFC #UFC261 was a great success! We are already looking forward to the next pay-per-view!



#JHPUFC #UFC261 was a great success! We are already looking forward to the next pay-per-view!



Insert your watch party photo

Questions or concerns?

Email us at marketing@joehandpromotions.com or call 1-800-557-4263 for more information!