PLAY THE WEST WAY



WEST SAC'S 2026 SMALL BUSINESS PLAYBOOK



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DEAR WEST SACRAMENTO BUSINESS OWNER,

You're receiving this **Small Business Playbook** to help your business thrive during West Sac's action-packed baseball season as part of our "Play the West Way" campaign. With 150 + games bringing fans, energy, and excitement to our city this upcoming season, this playbook is here to help you prepare, engage, and make the most of the buzz.

Inside, you'll find creative marketing ideas, 2026 game schedules, and key logistics to help you attract more customers, amplify your presence, and become part of the game-day experience.

Let's make West Sacramento the ultimate game day destination—together.

Martha Guerrero

Martha Guerrero
Mayor of West Sacramento

CITY OF WEST SACRAMENTO



HOW THIS PLAYBOOK WILL HELP YOUR BUSINESS

As part of the **Play the West Way** campaign, West Sac is continuing to step up to the plate as 'The Baseball Side of the River'—and that's big news for local businesses like yours. With thousands of fans coming from near and far over the next several months, baseball season isn't just about what happens on the field—it's a season-long opportunity to bring in new customers, boost sales, and create a game-day experience that keeps them coming back.

This playbook is your **game plan** to:

- **ATTRACT MORE FOOT TRAFFIC ON GAME DAYS**
- **ENGAGE WITH THE COMMUNITY AND VISITING FANS**
- **TURN THE EXCITEMENT INTO SALES WITH STRATEGIC PROMOTIONS**

From game-day specials to insider tips on logistics, you'll find everything you need to inspire a successful season for your business.





PLAY THE WEST WAY: CAMPAIGN OVERVIEW

We're excited to rally around Play the West Way, a campaign celebrating West Sac's baseball roots and underdog spirit.

CAMPAIGN STORY & MESSAGING

Baseball is at the heart of West Sac. This campaign celebrates the city's deep baseball roots and underdog spirit, inviting visitors, locals, and businesses to be part of the energy. It embodies West Sac's authentic, unpretentious character while embracing diverse interpretations of "play"—from dining at local spots to exploring the riverfront. Beyond the stadium, the city's growing baseball culture is a home run for all.

Key Messaging:

This messaging hierarchy provides a consistent voice for all campaign communications across social media, signage, and branded marketing collateral.

Play the West Way

- Lead campaign message

West Sac - The Baseball Side of the River

- Supporting messaging that stakes claim to our baseball roots and owns the abbreviated 'West Sac'

Every day is game day

- Supporting messaging that extends baseball culture beyond the stadium and into daily life

PLAY THE WEST WAY:
CAMPAIGN STYLE GUIDE

KEY CAMPAIGN VISUALS & ASSETS

Follow our Campaign Style Guide to ensure consistent implementation of brand elements, including the campaign wordmark, colors, and approved logo usage. To access brand elements, please use the **Dropbox Folder**.

PRIMARY CAMPAIGN WORDMARK

PLAY THE
WEST
WAY

SECONDARY CAMPAIGN WORDMARK

PLAY THE
WEST WAY

PRIMARY COLORS

Charcoal
RGB: R252, G241, B176
Hex: #fcf1b0
CMYK: C2, M2, Y38, K0
Pantone (PMS): 9120 U

Yellow
RGB: R40, G40, B40
HEX: #282828
CMYK: C70, M70, Y70, K70

White
RGB: R255, G255, B255
HEX: #ffffff
CMYK: C0, M0, Y0, K0

APPROVED LOGO USAGE

PLAY THE
WEST
WAY

Primary Wordmark on dark color background

PLAY THE
WEST
WAY

Primary Wordmark on light color background

PLAY THE WEST WAY PLAY THE WEST WAY

Primary Wordmark (reversed) and 1-color yellow on dark color background



To increase legibility of primary wordmark, decrease photo brightness by 25% or add a black overlay with a 35% opacity.

*PLEASE NO ALTERING, STRETCHING OR CHANGING COLORS

PLAY THE WEST WAY: IN-STORE SIGNAGE & MARKETING COLLATERAL

WINDOW DECAL

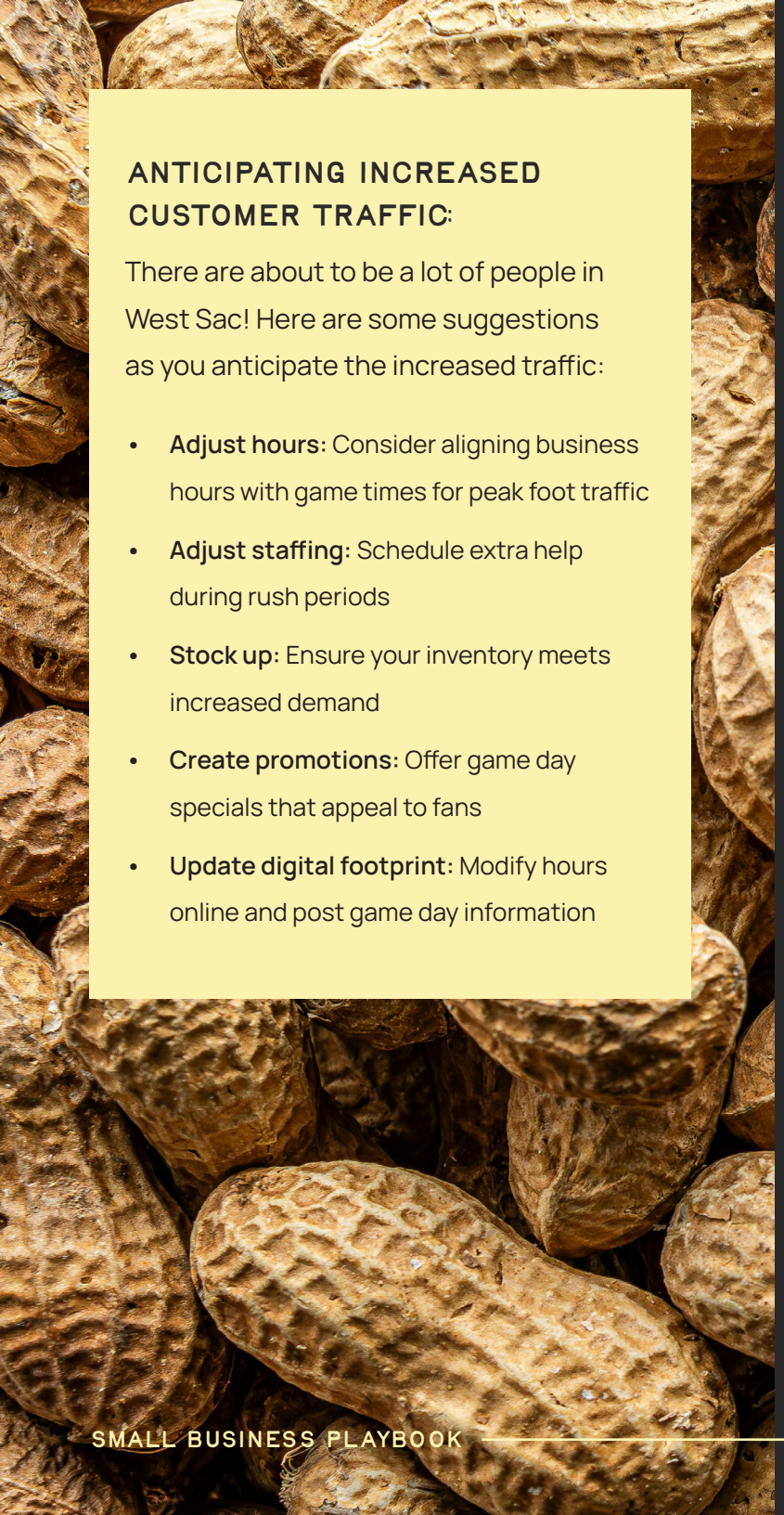
Show your game-day spirit by placing the campaign window decal in a highly visible spot on your storefront. By joining fellow West Sacramento small businesses in support, you'll increase visibility, strengthen community connections, and build recognition among customers participating in game day activities.

BRANDED MARKETING COLLATERAL:

Enhance your game-day presence with campaign-branded signage and marketing materials designed to engage customers and reinforce the Play the West Way messaging. Strategically place these materials in high-traffic areas to maximize impact. Here are some ideas of what you could create:

- **Table Talkers** – Highlight key messages, promotions, or campaign details at checkout counters or dining areas.
- **Posters & Banners** – Capture attention and build excitement with bold, high-impact signage featuring approved visuals and logos from the style guide.
- **Brochures & Flyers** – Provide customers with take-home materials featuring campaign-themed menu specials, game-day events, or other exclusive promotions.





ANTICIPATING INCREASED CUSTOMER TRAFFIC:

There are about to be a lot of people in West Sac! Here are some suggestions as you anticipate the increased traffic:

- **Adjust hours:** Consider aligning business hours with game times for peak foot traffic
- **Adjust staffing:** Schedule extra help during rush periods
- **Stock up:** Ensure your inventory meets increased demand
- **Create promotions:** Offer game day specials that appeal to fans
- **Update digital footprint:** Modify hours online and post game day information

HOW TO AMPLIFY YOUR BUSINESS

GAME DAY MARKETING & PROMOTIONS:

Game Day Colors:

- Consider incorporating the A's green and gold into your business's decor, signage, or special offerings on game days while also honoring the River Cat's black, brick red, and gold. Check the team schedules (page 9) to track which teams are in town and their opponents.

Event-Themed Specials & Promotions:

- Create Team-Inspired Promotions: Offer discounts or free items to customers wearing team colors or showing their game ticket. "Come for the game, stay for free [item]!" incentivizes fans to spend the entire day in town.
- Time Your Offers Strategically: Schedule pre-game or post-game specials to capture fan traffic before they head to the stadium or after the final inning, extending their time in your establishment.

Ongoing Marketing Opportunities:

- Host Watch Parties: Create an exciting atmosphere where customers can enjoy the game experience from the baseball side of the river.
    - Season Opener/Closer celebrations that mark season milestones
    - Special events for popular away games with themed decorations
- Organize Baseball or Sports Trivia Nights: Host weekly trivia competitions focusing on team history or the current season to keep fans engaged even when games aren't happening.

GAME DAY LOGISTICS: TEAM SCHEDULES

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27 RIVER CATS VS. CHIHUAHUAS	28 RIVER CATS VS. CHIHUAHUAS
29 RIVER CATS VS. CHIHUAHUAS	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3 ATHLETICS VS. ASTROS	4 ATHLETICS VS. ASTROS
5 ATHLETICS VS. ASTROS	6	7 RIVER CATS VS. AVIATORS	8 RIVER CATS VS. AVIATORS	9 RIVER CATS VS. AVIATORS	10 RIVER CATS VS. AVIATORS	11 RIVER CATS VS. AVIATORS
12 RIVER CATS VS. AVIATORS	13 ATHLETICS VS. RANGERS	14 ATHLETICS VS. RANGERS	15 ATHLETICS VS. RANGERS	16 ATHLETICS VS. RANGERS	17 ATHLETICS VS. WHITE SOX	18 ATHLETICS VS. WHITE SOX
19 ATHLETICS VS. WHITE SOX	20	21 RIVER CATS VS. ISOTOPES	22 RIVER CATS VS. ISOTOPES	23 RIVER CATS VS. ISOTOPES	24 RIVER CATS VS. ISOTOPES	25 RIVER CATS VS. ISOTOPES
26 RIVER CATS VS. ISOTOPES	27	28 ATHLETICS VS. ROYALS	29 ATHLETICS VS. ROYALS	30 ATHLETICS VS. ROYALS		

MAY

S	M	T	W	T	F	S
					1 ATHLETICS VS. GUARDIANS	2 ATHLETICS VS. GUARDIANS
3 ATHLETICS VS. GUARDIANS	4	5 RIVER CATS VS. ACES	6 RIVER CATS VS. ACES	7 RIVER CATS VS. ACES	8 RIVER CATS VS. ACES	9 RIVER CATS VS. ACES
10 RIVER CATS VS. ACES	11	12 ATHLETICS VS. CARDINALS	13 ATHLETICS VS. CARDINALS	14 ATHLETICS VS. CARDINALS	15 ATHLETICS VS. GIANTS	16 ATHLETICS VS. GIANTS
17 ATHLETICS VS. GIANTS	18	19 RIVER CATS VS. SPACE COWBOYS	20 RIVER CATS VS. SPACE COWBOYS	21 RIVER CATS VS. SPACE COWBOYS	22 RIVER CATS VS. SPACE COWBOYS	23 RIVER CATS VS. SPACE COWBOYS
24 RIVER CATS VS. SPACE COWBOYS	25 ATHLETICS VS. MARINERS	26 ATHLETICS VS. MARINERS	27 ATHLETICS VS. MARINERS	28	29 ATHLETICS VS. YANKEES	30 ATHLETICS VS. YANKEES
31 ATHLETICS VS. YANKEES						

JUNE

S	M	T	W	T	F	S
	1	2 RIVER CATS VS. RAINIERS	3 RIVER CATS VS. RAINIERS	4 RIVER CATS VS. RAINIERS	5 RIVER CATS VS. RAINIERS	6 RIVER CATS VS. RAINIERS
7 RIVER CATS VS. RAINIERS	8	9	10	11	12	13
14	15 ATHLETICS VS. PIRATES	16 ATHLETICS VS. PIRATES	17 ATHLETICS VS. PIRATES	18 ATHLETICS VS. ANGELS	19 ATHLETICS VS. ANGELS	20 ATHLETICS VS. ANGELS
21 ATHLETICS VS. ANGELS	22	23 RIVER CATS VS. AVIATORS	24 RIVER CATS VS. AVIATORS	25 RIVER CATS VS. AVIATORS	26 RIVER CATS VS. AVIATORS	27 RIVER CATS VS. AVIATORS
28 RIVER CATS VS. AVIATORS	29 ATHLETICS VS. DODGERS	30 ATHLETICS VS. DODGERS				

JULY

S	M	T	W	T	F	S
			1 ATHLETICS VS. DODGERS	2	3 ATHLETICS VS. HEAT	4 ATHLETICS VS. HEAT
5 ATHLETICS VS. HEAT	6	7 RIVER CATS VS. BEES	8 RIVER CATS VS. BEES	9 RIVER CATS VS. BEES	10 RIVER CATS VS. BEES	11 RIVER CATS VS. BEES
12 RIVER CATS VS. BEES	13	14	15	16	17 ATHLETICS VS. NATIONALS	18 ATHLETICS VS. NATIONALS
19 ATHLETICS VS. NATIONALS	20	21 RIVER CATS VS. COMETS	22 RIVER CATS VS. COMETS	23 RIVER CATS VS. COMETS	24 RIVER CATS VS. COMETS	25 RIVER CATS VS. COMETS
26 RIVER CATS VS. COMETS	27 ATHLETICS VS. RED SOX	28 ATHLETICS VS. RED SOX	29 ATHLETICS VS. RED SOX	30 ATHLETICS VS. RED SOX	31 ATHLETICS VS. TIGERS	

AUGUST

S	M	T	W	T	F	S
						1 ATHLETICS VS. TIGERS
2 ATHLETICS VS. TIGERS	3	4 RIVER CATS VS. EXPRESS	5 RIVER CATS VS. EXPRESS	6 RIVER CATS VS. EXPRESS	7 RIVER CATS VS. EXPRESS	8 RIVER CATS VS. EXPRESS
9 RIVER CATS VS. EXPRESS	10 ATHLETICS VS. RAYS	11 ATHLETICS VS. RAYS	12 ATHLETICS VS. RAYS	13	14 ATHLETICS VS. RANGERS	15 ATHLETICS VS. RANGERS
16 ATHLETICS VS. RANGERS	17	18 RIVER CATS VS. RAINIERS	19 RIVER CATS VS. RAINIERS	20 RIVER CATS VS. RAINIERS	21 RIVER CATS VS. RAINIERS	22 RIVER CATS VS. RAINIERS
23 RIVER CATS VS. RAINIERS	24 ATHLETICS VS. TWINS	25 ATHLETICS VS. TWINS	26 ATHLETICS VS. TWINS	27	28 ATHLETICS VS. ORIOLES	29 ATHLETICS VS. ORIOLES
30 ATHLETICS VS. ORIOLES	31					

SEPTEMBER

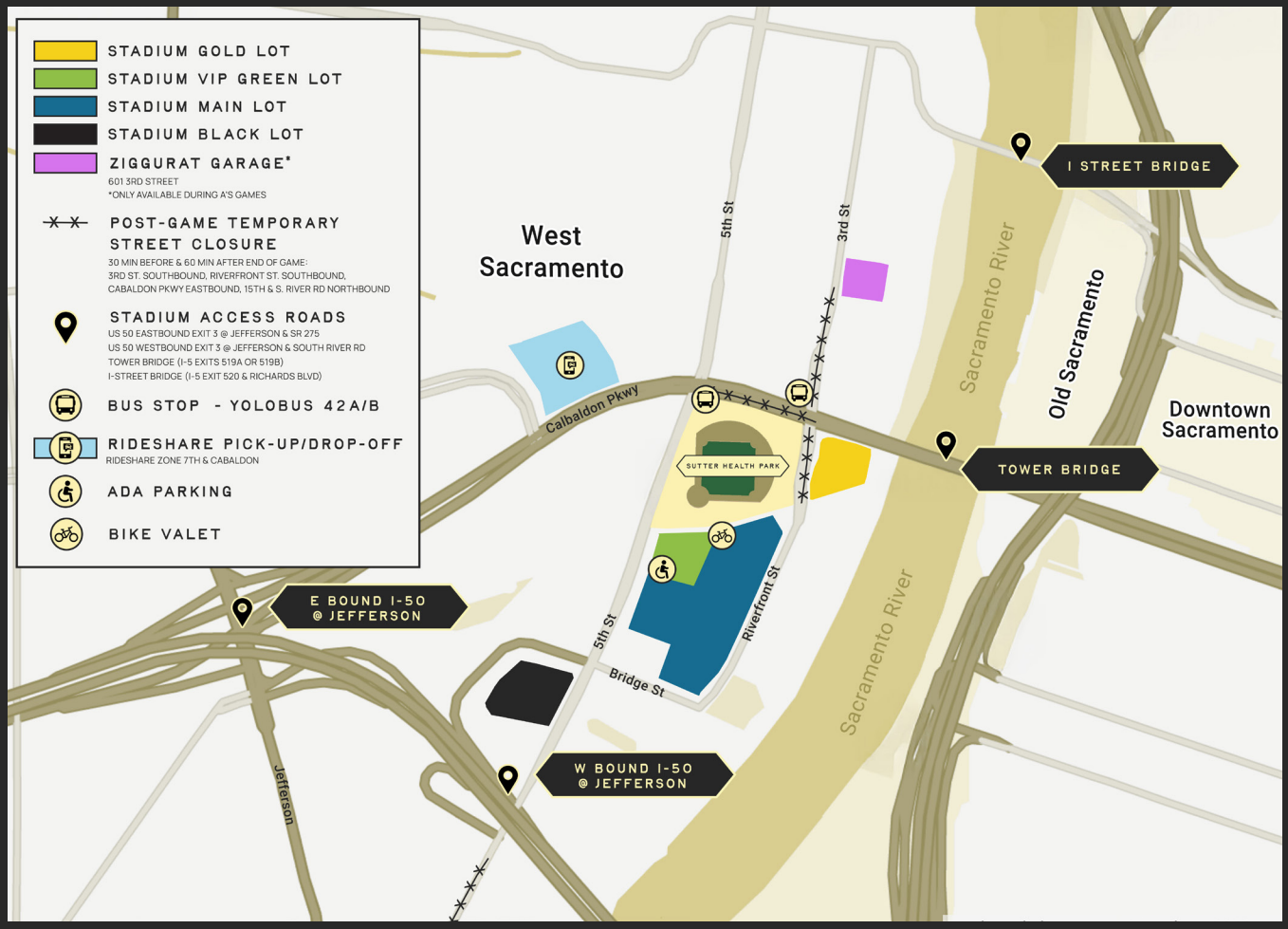
S	M	T	W	T	F	S
		1 RIVER CATS VS. BEES	2 RIVER CATS VS. BEES	3 RIVER CATS VS. BEES	4 RIVER CATS VS. BEES	5 RIVER CATS VS. BEES
6 RIVER CATS VS. BEES	7 ATHLETICS VS. BLUE JAYS	8 ATHLETICS VS. BLUE JAYS	9 ATHLETICS VS. BLUE JAYS	10	11 ATHLETICS VS. MARINERS	12 ATHLETICS VS. MARINERS
13 ATHLETICS VS. MARINERS	14	15 RIVER CATS VS. ACES	16 RIVER CATS VS. ACES	17 RIVER CATS VS. ACES	18 RIVER CATS VS. ACES	19 RIVER CATS VS. ACES
20 RIVER CATS VS. ACES	21	22 ATHLETICS VS. ANGELS	23 ATHLETICS VS. ANGELS	24 ATHLETICS VS. ASTROS	25 ATHLETICS VS. ASTROS	26 ATHLETICS VS. ASTROS
27 ATHLETICS VS. ASTROS	28	29	30			

SACRAMENTO RIVER CATS HOME GAMES

ATHLETICS HOME GAMES

GAME DAY LOGISTICS:
PARKING & TRANSPORTATION

To reserve parking in advance, please visit **GoWestSac.com**. Utilize this map for more information on designated parking lots, accessing Sutter Health Park, and local street closures.*



* Some of this information is subject to change. For the latest updates, please utilize the resources linked.

PUBLIC TRANSPORTATION

Available public transportation options include bus, train, E-Scooter, E-Bike, and Rideshare. For more information, please visit **GoWestSac.com**

BIKE VALET & STORAGE

Sutter Health Park provides bike racks near the Suite Entrance for guests and also has free bike valet service on Ballpark Drive.

SUTTER HEALTH PARK: GATE OPENINGS

General gates for River Cats games open one hour before game time. Parking lots open two hours before game time.*

THANK YOU FOR PLAYING SUCH AN INSTRUMENTAL ROLE IN WEST SAC'S THRIVING SMALL BUSINESS COMMUNITY. YOUR ENERGY, CREATIVITY, AND HOMETOWN PRIDE ARE WHAT PUSH US TO "PLAY THE WEST WAY" BEFORE AND AFTER EVERY PITCH.

STAY CONNECTED

For partnerships, collaborations, or small business assistance, please email SmallBizAccelerator@cityofwestsacramento.org

CITY OF WEST SACRAMENTO

Stay ahead all season by following @thecityofwestsac

For more information, visit GoWestSac.com

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