

2023-24
PROMOTIONAL SCHEDULE



HOME OPENER

GLENS FALLS HOSPITAL YOUTH JERSEY GIVEAWAY (FIRST 1,000 FANS 14 & UNDER)
SKYZONE GLOW STICK GIVEAWAY (FIRST 3,000 FANS) & \$4 BUD LIGHT



NYRA DAY

SARATOGA RACE COURSE 640Z. COOLER JUG GIVEAWAY (FIRST 3,000 FANS)
POSTGAME THUNDER AUTOGRAPHS IN HERITAGE HALL



THANKSGIVING EVE

\$3 LABATT BLUE



BLACK FRIDAY

SPECIAL BLACK FRIDAY SAVINGS
\$3 LABATT BLUE



MILITARY APPRECIATION

SPECIALTY "MILITARY" JERSEYS | MILITARY T-SHIRT GIVEAWAY (FIRST 1,000 FANS)
PRESENTED BY UA LOCAL 773 PLUMBERS & STEAMFITTERS | \$4 BUD LIGHT



MIRACLE ON ICE NIGHT

PRESENTED BY NORTHWAY BREWING COMPANY
SPECIALTY "USA HOCKEY" JERSEYS | \$4 BUD LIGHT



FIREFIGHTER NIGHT

TEDDY BEAR TOSS NIGHT TO BENEFIT SALVATION ARMY
SARATOGA FIRE DEPARTMENT VS. WORCESTER FIRE DEPARTMENT | \$4 BUD LIGHT



NEW YEAR'S EVE

SPECIAL 5PM PUCK DROP
\$4 BUD LIGHT | \$3 PEPSI PRODUCTS



KID'S DAY GAME

POSTGAME SKATE WITH THE THUNDER
SPECIALTY "KIDS DESIGNED" JERSEYS



AFFILIATE NIGHT

SPECIALTY "NEW JERSEY DEVILS THEMED" JERSEYS
COME MEET NEW JERSEY'S MASCOT, NJ DEVIL | \$4 BUD LIGHT



COUNTRY NIGHT

SPECIALTY "COUNTRY THEMED" JERSEYS
\$4 BUD LIGHT



LAW ENFORCEMENT NIGHT

SPECIALTY JERSEYS | YOUTH JERSEY GIVEAWAY (FIRST 1,000 FANS 14 & UNDER)
WARREN, WASHINGTON, SARATOGA, & RENSSELAER SHERIFFS | \$4 BUD LIGHT



POSTGAME SKATE

POSTGAME SKATE WITH THE THUNDER



STICK IT TO CANCER

POSTGAME PAINT THE ICE NIGHT PRESENTED BY COLORIZE
\$3 LABATT BLUE | SPECIALTY "STICK IT TO CANCER" JERSEYS



STICK IT TO CANCER

STICK IT TO CANCER T-SHIRT GIVEAWAY (FIRST 1,000 FANS) | \$4 BUD LIGHT
SPECIALTY "STICK IT TO CANCER" JERSEYS | POSTGAME JERSEY AUCTION



FAN APPREC. WEEKEND

SATURDAY - TEAM POSTER GIVEAWAY | \$4 BUD LIGHT | SPECIAL GIVEAWAYS
SUNDAY - JERSEYS OFF OUR BACK | \$3 LABATT BLUE | SPECIAL GIVEAWAYS