



Social Media Toolkit for Participating Venues

What is the Downtown Barstool Open?

The Downtown Barstool Open is a Downtown wide mini-golf tournament that sends teams of four on a fun, energetic, and creative course through Downtown El Paso's bars, restaurants, and hotels. Each participating venue is provided with their own mini-golf hole, giving players a unique experience at every stop.

The 2026 tournament features:

- Three full sponsor courses
- More than 27 Downtown venues
- 1,500 total players
- The first-ever Friday night Pre-Party and Early Check-In

Presented by Miller Lite, Dos Equis, and Twisted Tea, this event brings over a thousand people into Downtown, creates major foot traffic for local businesses, and has become one of the most anticipated and exciting events of the year.

How We Will Collaborate With You

To make promotion easy and impactful, Downtown El Paso will collaborate with participating venues on every Barstool Open promotional video or post that features your bar, restaurant, or hotel.

This can include:

- Instagram Collab posts so content appears on both accounts
- Tagging your venue in Reels, Stories, and feed posts
- Sharing or resharing your Barstool Open content when possible

Our goal is to highlight Downtown venues, drive traffic to you, and keep all event promotion cohesive and on-brand.



How to Promote Your Venue?

Below are ready-to-use resources to make promoting your participation easy and consistent across social media.

Social Media Graphics:

All: <https://app.box.com/s/ncg2sv8qjweqa6g3rwnl1lvzo1h4d51n>

We're Participating (editable): [click here to open](#)

Tickets On Sale: <https://app.box.com/s/6mwrktsg39bw1tphdy8yp6b8ke5r9x1l>

Countdown (editable): [click here to open](#)

2025 Photos: <https://app.box.com/s/ncg2sv8qjweqa6g3rwnl1lvzo1h4d51n>

Logos: <https://app.box.com/s/ccb5fwmtv6c4gcu3m2oezcaf2eh8mfs>

Ready to use captions:

1. **General Promo:**

"We're excited to be a stop on the 2026 Downtown Barstool Open. Join the fun on January 31 and putt your way through Downtown El Paso. Tickets are on sale now at DowntownElPaso.com!"

2. **Hyped:**

"We're part of the 2026 Downtown Barstool Open. Get your team ready to putt, sip, and celebrate Downtown. Tickets are available at DowntownElPaso.com!"

3. **Brief:**

"Catch us on one of the 2026 Barstool Open courses! Tickets are on sale now at DowntownElPaso.com."

4. **Welcoming:**

"We're excited to welcome players for the 2026 Downtown Barstool Open. Experience (your venue) as one of the course stops across Downtown. Tickets available at DowntownElPaso.com!"

5. **Branded:**

"We're proud to be a participating venue for the 2026 Downtown Barstool Open. See you on January 31. Get your tickets at DowntownElPaso.com."

Recommended Hashtags

#DowntownElPaso #DTEP #BarstoolOpen #EPTX #MiniGolf #ThingsToDo



Important Links

Event Info & Tickets: DowntownElPaso.com/downtown-barstool-open

Social Media: @DowntownElPaso

Suggested Posting Schedule

Once Tickets Are On Sale (11/20/2025)

- Post graphic + caption announcing tickets are live

Mid-December

- “We’re on a Barstool Open course!” reminder post
- “Gift a team this holiday season”

Week of Event (01/26/2026 - 01/31/2026)

- “See you this Saturday!” promotion

Event Day (01/31/2026)

- Post stories of teams and your venue’s environment
- Tag @DowntownElPaso