

March Madness 2025: Best Restaurant Deals and Discounts



Fast-Food Franchises Score Big with Fun Promotions and Catering Options for Big Dance Watch Parties

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March Madness, college basketball's biggest event, is the ultimate opportunity for hoops fans to enjoy thrilling competition, fill out brackets and indulge in great food at watch parties. This year's tournament begins on March 18 and wraps up on April 7 at the Alamodome in San Antonio, Texas.

Often referred to as the Big Dance, a term coined by Marquette University basketball coach Al McGuire, March Madness excitement extends beyond the basketball court. Fast-food franchises also get in on the action, vying to be the MVP of watch parties with fun marketing, specials and deals.

Read on to see which brands are making slam dunks with customers during this year's Big Dance!

UVM: 7.5K

Brooklyn Dumpling Shop



Tired of the same old pizza and wings at the March Madness watch party? Brooklyn Dumpling Shop, a leading Asian-inspired fast-casual franchise, has got you covered. The brand's bacon cheeseburger (above), mac n' cheese and kung pao chicken dumplings are a great addition to any gathering.