

**2005 NACMA Award Entry
Single Day Attendance Promotion**

“Break the Record Night”

**Syracuse University vs. University of Notre Dame
Men’s College Basketball
Carrier Dome - Syracuse University
February 5, 2005**

Submitted by:
Marketing Staff
Department of Athletics
Syracuse University

Event Summary

On February 5, 2005, a new all-time on-campus attendance record for a men's college basketball game was established when 33,199 fans filled the Carrier Dome at Syracuse University for "Break the Record Night."

Planning for the event by the SU marketing staff began in November 2004, once Syracuse University was notified that ESPN's "College Game Day" had selected the Syracuse vs. Notre Dame BIG EAST Conference game for its national broadcast site. Establishing a new attendance record is a challenging proposition in February for Syracuse, NY – the snowiest city in the U.S. with a population exceeding 100-thousand people. Therefore selling advance sale tickets would be the focus to compensate against inclement weather. Factors for selecting this game as "Break the Record Night" included:

- There were 14 days in between home games for Syracuse, and fan interest would be especially peaked.
- The game was held on a Saturday night, traditionally a very strong fan draw.
- The game would be televised nationally on ESPN at 9:00 p.m. EST, but the entire day would also feature several live shows and programming "cut-ins" from the Carrier Dome beginning at 10:00 a.m. that day.
- Syracuse was a pre-season Top 10 team and featured four key returning players from its 2003 National Championship team.
- The Notre Dame/Syracuse game has traditionally attracted large crowds of nearly 30,000 fans, when held on a weekend.
- Notre Dame featured a strong, veteran team led by pre-season All-American candidate Chris Thomas.
- The game would likely feature two teams battling for the BIG EAST Conference regular season championship during the stretch run.
- Syracuse was mounting a challenge to lead the nation in both total and average-per-game attendance.

"I've never been a part of something (like this), Hakim (Warrick) was saying 'I got chills when they announced the attendance and I was like, 'Yeah, I know.'" Gerry McNamara, Syracuse University. (Post-Standard, February 6, 2005)

"We just wanted to be a part of this. We knew it was going to be real big." Jeff St. Louis, Little Falls, NY. (Post-Standard, February 6, 2005)

Strategic Marketing Summary

The following criteria were used to market “Break the Record Night:”

- A marketing campaign would focus around showcasing “Syracuse University as the headquarters for college basketball.”
- A value-added commemorative giveaway would be provided to all fans in attendance. (a bright orange “Break the Record Night” spirit towel)
- All fans were encouraged to wear ORANGE to the game.
- A friendly challenge was issued to fans to promote SU, and showcase the strong community support to a national audience on ESPN’s “College Game Day.”
- The University’s pep band, cheerleaders and dance team would lead the spirit during the ESPN “College Game Day” broadcasts and encourage fellow students to join the festivities.
- A concentrated effort of enhancing group ticket sales would be made outside of Syracuse, focusing on Scranton, PA. Scranton is located two hours south of Syracuse; is the hometown of SU star Gerry McNamara, who is a strong fan favorite and a local hero in his area; and a city with a strong Irish-Catholic population base.
- Media and corporate sponsors would need to be secured.
- A final sales push encouraging local businesses to purchase blocks of 100 tickets and donating them to the Greater Syracuse Boys and Girls Clubs and families of the Ft. Drum U.S. Army base, located 80 miles from Syracuse, would be implemented.
- A community service component was incorporated into the event with donations accepted at the entrance gates when spirit towels were given to fans. One-hundred percent of the proceeds would be given to support the Ronald McDonald House Charities of Central New York.

Corporate (Pepsi, Wal*Mart, a local Chevrolet car dealership, a local furniture store and a local printing company) and media partners (Post Standard newspaper, NBC and UPN television affiliates, Citadel Communications [radio flagships of SU Athletics] and numerous out-of-town print and electronic media outlets) were secured to promote the event from Albany to Rochester (east/west) and Binghamton to Watertown (north/south), a 100-mile radius from Syracuse.

Target Markets

- Upstate New York
- Scranton, PA

Marketing Outlets

- Local television spots
- Radio spots across 10 stations and 4 markets
- Promotion on SUAthletics.com with 2 million visitors each month
- Seven-day ticket promotion in The Post Standard (Syracuse Newspaper)
- Point-of-purchase display in 53 Upstate New York Wal*Marts
- Print advertisements in three surrounding Syracuse media markets.

*“The fan base and the excitement tonight was unlike anything I have been apart of.”
Gerry McNamara, Syracuse University. (Post-Standard, February 6, 2005)*

Results

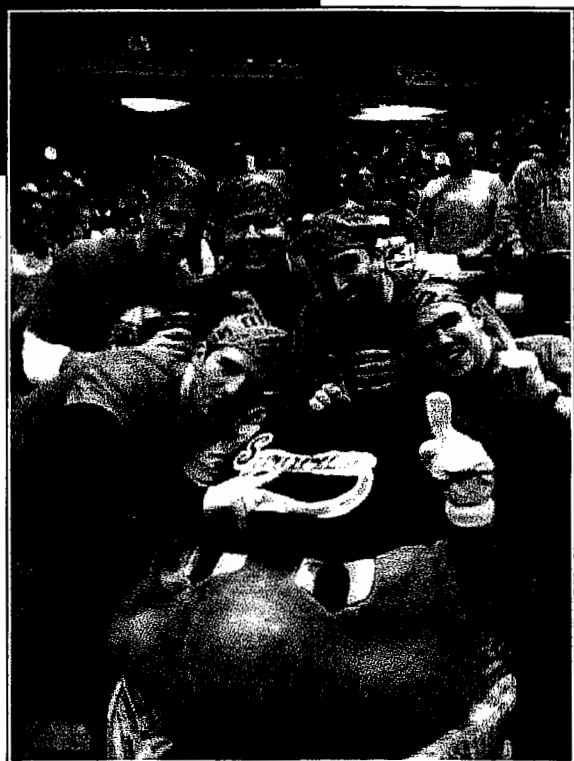
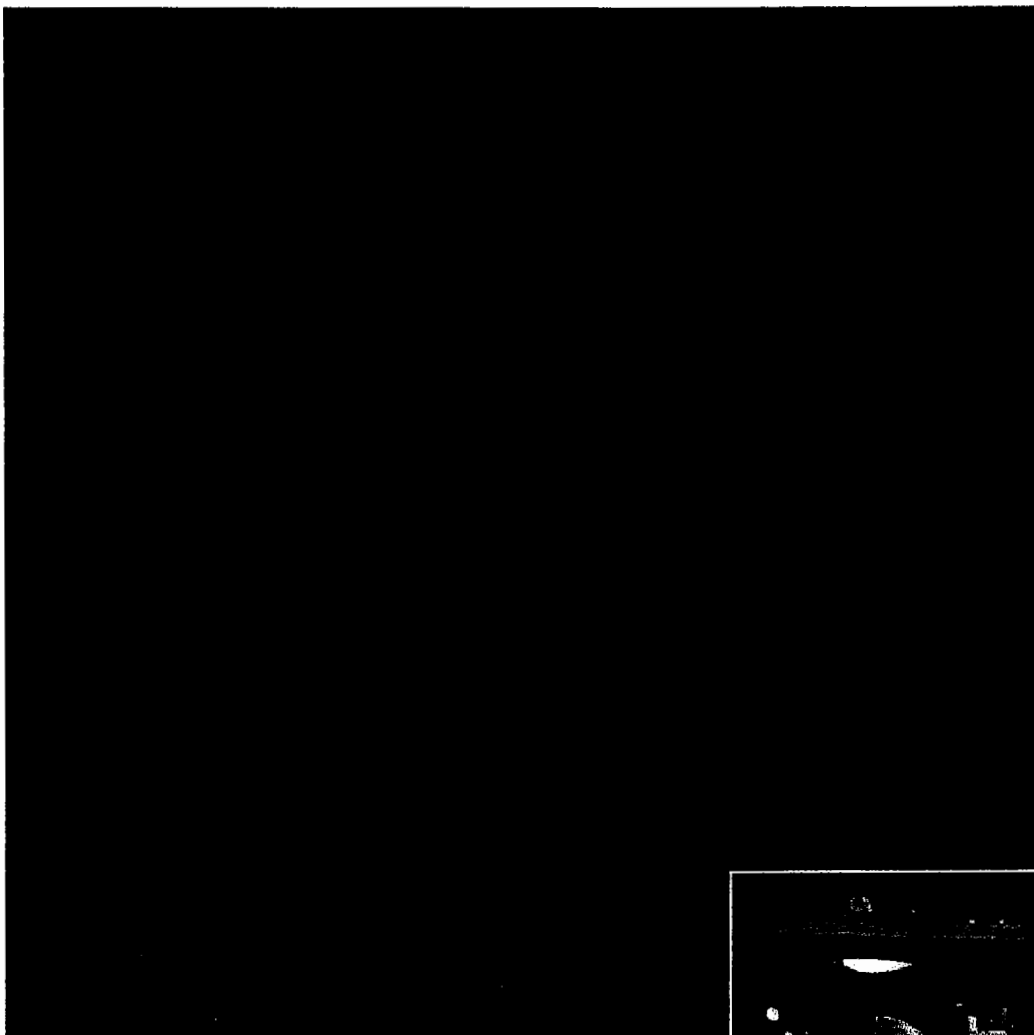
A broad-based marketing campaign began two weeks prior to the game and included:

- Custom television promotional spots were broadcast in the Syracuse market on the NBC, UPN and Time Warner Cable stations.
- Radio spots aired on nine regional stations across the state, and coverage also included the 18-station Syracuse University Radio Network, which is broadcast in New York, Pennsylvania, Vermont and New Jersey.
- Website promotion on SUAthletics.com, the official website of Syracuse Athletics.
- Print advertising in select markets, primarily on Saturdays and Mondays in the sports sections of daily newspapers.
- A seven-day ticket promotion in The Post Standard (Syracuse daily newspaper) and point-of-purchase materials in 53 Upstate New York Wal*Mart stores.
- Additionally, the Post-Standard sponsored and printed 5,000 11" x 20" placards promoting "Break the Record Night" and ESPN "Game Day" that were distributed to students and fans.
- Seven media interviews with local and regional media personalities, sports writers and electronic media sports directors, all promoting the event, including statewide coverage by Associated Press and regional coverage on Time Warner Cable systems.
- Over 50 busloads of fans made the trip up to Syracuse University from Scranton, totaling over 2,500 group sale tickets from that area alone!
- National visibility for Syracuse University, including over six hours of exposure on ESPN television and a center-fold photo of the record crowd in *Sports Illustrated*.
- Donations received raised over \$8,200 for the Ronald McDonald House of Central New York. A special on-court presentation was made by corporate partners Pepsi and Wal*Mart to Ronald McDonald House directors during the game, providing recognition for our sponsors and thanking generous SU fans.
- Every fan received a spirit towel that created a wall of orange inside the arena.
- Local corporations and businesses purchased several hundred blocks of tickets that were donated to the Greater Syracuse Boys and Girls Club and military personnel from Ft. Drum Army Base. This helped create a sellout nearly 24-hours prior to game time.
- For the first time in the 25-year history of the Carrier Dome, a basketball game was officially declared a sell-out.
- SETTING THE ALL-TIME, ON-CAMPUS ATTENDANCE RECORD of 33,199 men's college basketball fans.

"Break the Record Night" was one of the greatest sporting events in Syracuse University basketball history because of the excitement and passion displayed by Orange fans. To establish a record never achieved in college basketball history, raise money for charity and showcase the University to a national audience, represented a significant accomplishment by our marketing staff – helping to recognize Syracuse, N.Y. and the Carrier Dome, a.k.a. "The Loud House", as one of the truly great college basketball environments in the country.

"The atmosphere is awesome here. I love what Syracuse brings." Daryl Gross, Director of Athletics. (Post-Standard, February 6, 2005)

Rally Towels



33,072 ORANGE FANS!

"Break the Record Night" at the Carrier Dome

**BE THERE: FEBRUARY 5, 2005, at 9:00 PM
SU vs. NOTRE DAME**

**33,072 FANS NEEDED TO BREAK THE ON-CAMPUS
ALL-TIME COLLEGE BASKETBALL ATTENDANCE RECORD!**

**ALL TICKET HOLDERS WILL RECEIVE AN SU ORANGE SPIRIT TOWEL!
PROCEEDS TO BENEFIT THE CENTRAL NEW YORK RONALD MCDONALD HOUSE.**

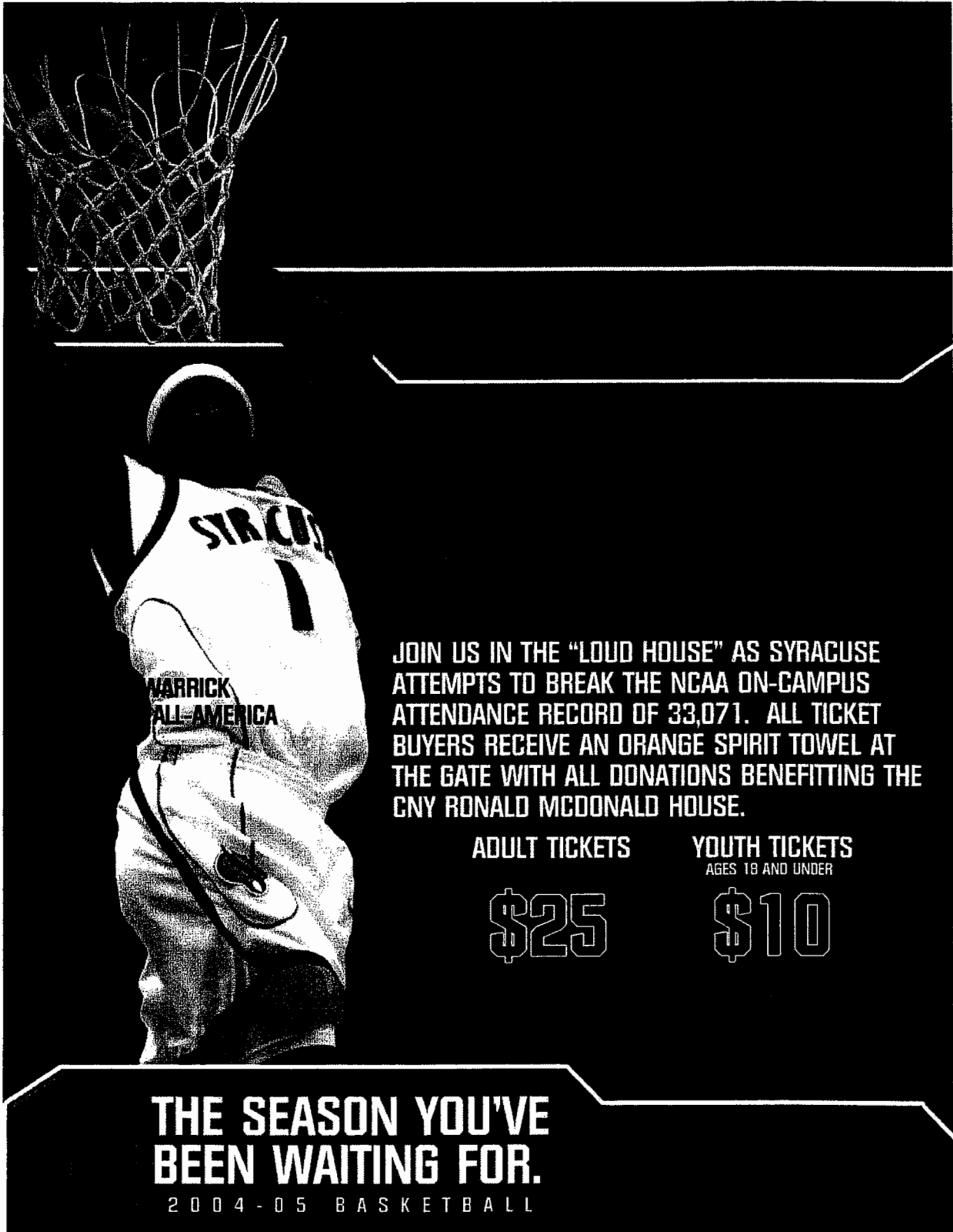
For Tickets: Call 1-888-366-3849
or visit www.dometix.com



WAL*MART



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JOIN US IN THE "LOUD HOUSE" AS SYRACUSE ATTEMPTS TO BREAK THE NCAA ON-CAMPUS ATTENDANCE RECORD OF 33,071. ALL TICKET BUYERS RECEIVE AN ORANGE SPIRIT TOWEL AT THE GATE WITH ALL DONATIONS BENEFITTING THE CNY RONALD MCDONALD HOUSE.

ADULT TICKETS	YOUTH TICKETS AGES 18 AND UNDER
\$25	\$10

THE SEASON YOU'VE BEEN WAITING FOR.
2004-05 BASKETBALL

Radio Spot Copy

RADIO PROMOTION
"Break the Record Night"
SYRACUSE VS. NOTRE DAME
:60 Spot

Announcer: (MUSIC, Down and under)

ARE YOU READY TO BE A PART OF BASKETBALL HISTORY?! E-S-P-N'S "COLLEGE GAMEDAY" HAS SELECTED THE S-U/NOTRE DAME GAME ON SATURDAY NIGHT, FEBRUARY 5TH FOR ITS NATIONAL BROADCAST! IT'S "BREAK THE RECORD NIGHT" AS S-U SEEKS TO ESTABLISH A NEW ALL-TIME N-C-A-A ON-CAMPUS ATTENDANCE RECORD. WE ALREADY KNOW "THE LOUD HOUSE" ROCKS, SO LET'S SHOW THE NATION THAT THE HEADQUARTERS FOR COLLEGE BASKETBALL SPIRIT IS LOCATED IN SYRACUSE! EVERY TICKETHOLDER ATTENDING THE GAME WILL RECEIVE A COMMEMORATIVE ORANGE SPIRIT TOWEL AS A KEEPSAKE. MAKE A DONATION TO SUPPORT THE RONALD MCDONALD HOUSE OF CENTRAL NEW YORK. TIPOFF IS AT 9:00 P-M, BUT THE EXCITEMENT INSIDE STARTS AT 7:30 P-M WITH PLENTY OF FREE ACTIVITIES IN THE EXCELLUS BLUE CROSS-BLUE SHIELD FUN ZONE. ORDER TICKETS ONLINE AT DOMETIX.COM OR BY CALLING 1-888-DOMETIX. LET'S SHOW NOTRE DAME A *REAL* IRISH PARTY – COLORED ORANGE! "BREAK THE RECORD NIGHT" SPONSORED IN PART BY PEPSI, CITADEL BROADCASTING AND U-P-N 6. BE THERE- FEBRUARY 5TH – TO ESTABLISH HOOPS HISTORY!

OUT FOR A SPIN

The No. 79 Ford Crawford driven by Sebastien Bourdais spins out during the running of the Rolex 24-hour sports car endurance race at the Daytona International Speedway in Daytona Beach, Fla. on Saturday. The car had to be towed back to the pits to be restarted.



The Post-Standard SPORTS

SUND

Fulton wins another sectional dual-meet wrestling title

Get a good look at Saturday's record-setting crowd at the Dome

SYRACUSE 60, NOTRE DAME 57

The Big Finish

Monster crowd sees SU rally

By Mike Waters
Staff writer

Imagine 33,199 fans at a basketball game. Basically, a small orange-clad city.

Now imagine those 33,199 souls in full-throat hysterics.

That was the scene Saturday night at the Carrier Dome as the Syracuse Orange rallied from an 11-point deficit in the final six minutes to stun Notre Dame 60-57 in front of an NCAA record crowd at an on-campus arena.

Syracuse trailed 50-39 with six minutes to go but stormed back with an 11-0 run to tie the game. Eventually, Syracuse outscored Notre Dame 21-7 to end the game, pulling away at the foul line in the game's last minutes.

"This was a game that we just for 35 minutes," Syracuse coach Jim Boeheim said.

Syracuse, ranked No. 8 in the country, improved to 21-2 overall and 8-1 in the Big East. Notre Dame fell to 13-6 for the season and 5-4 in the conference.

The Dome crowd of 33,199 was a record for a college basketball game at an on-campus arena. It broke the record of 33,071 that Syracuse set on March 9, 2003, in what turned out to be Carmelo Anthony's last home game.

Gerry McNamara and Hakim Warrick keyed Syracuse's rally. McNamara finished with 22 points (18 in the second half), while Warrick scored 15 of his 20 in the second half. McNamara scored half of his points at the free-throw line where he was a perfect 11-for-11.

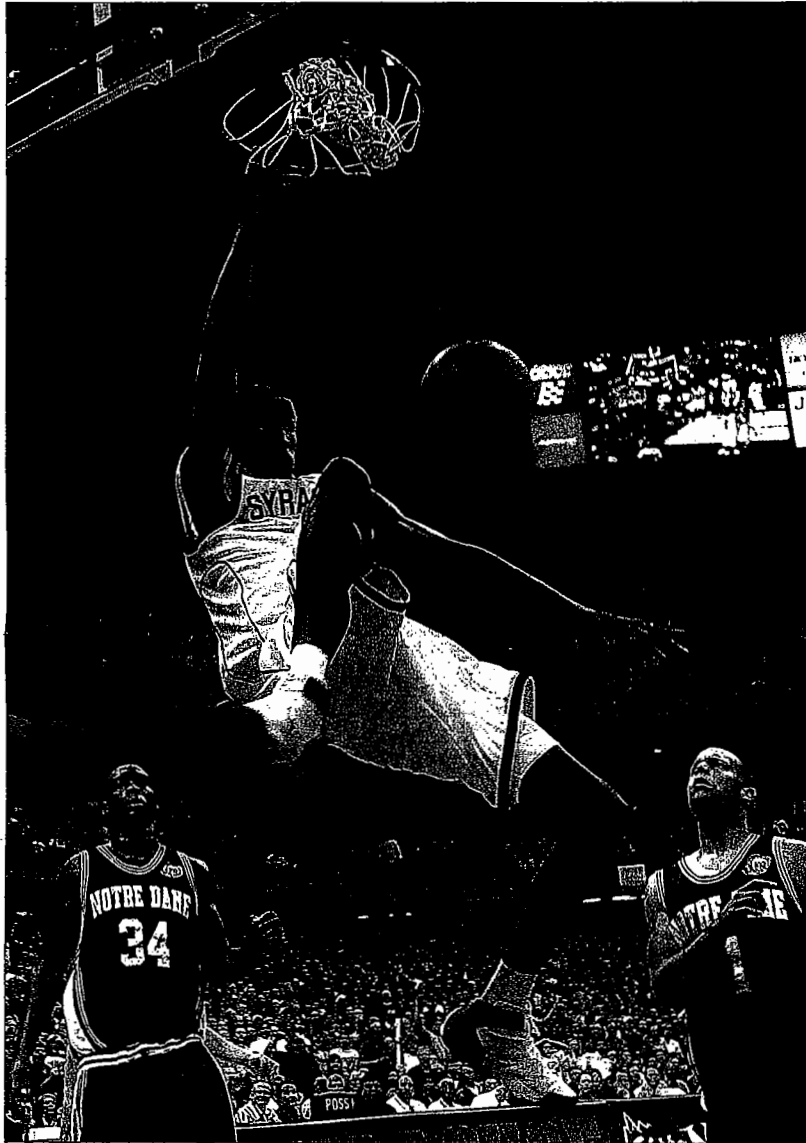
Notre Dame led throughout the game but held its biggest lead of the night at 50-39 with six minutes remaining.

That's when Syracuse started pressing fullcourt, and in the halfcourt switched from zone to a man-to-man defense.

LATE, PAGE C-8

Up next

Connecticut at Syracuse
When: 7 p.m. Monday
Where: Carrier Dome
TV: ESPN
Internet: www.syracuse.com



Dennis Nett / Staff photographer

HAKIM WARRICK dunks during SU's second-half run as Notre Dame's Torin Francis (left) and Chris Thomas watch during Saturday's Big East game before a record crowd at the Carrier Dome.

Hyp over let's play

Questions will tonight when meet in Super

News service r

The wait is al

In just a few the questions when the Phi and New Engl in Super Bowl sonville, Fla.

Can Donov beloved forme terback, lead th first champions Brady guide th third title in foing his reputati best big-game NFL history?

How much Terrell Owens l hold up? Is ju dressed and on to give Philade al jolt? If not, c Freddie Mitche placement?

What scher coach Bill Be store for McN chick take his greats like Lo will he win? Oes best we can ex salary-cap era?

Will it be a ny?



TEDY BRUSCHI England Patrio from his 4-year urday on the fi dium in Jackso

Inside

A complete pr Bowl XXXIX, ir back at the his game and CNY connections. C on Page C-13.

Tigers, Ordonez agree on \$75 million contract

etroit Tigers snared the nning premiere free agens of the offseason, agreeing

sion and the judicial system and will take the punishment and move on."

Quote of the week

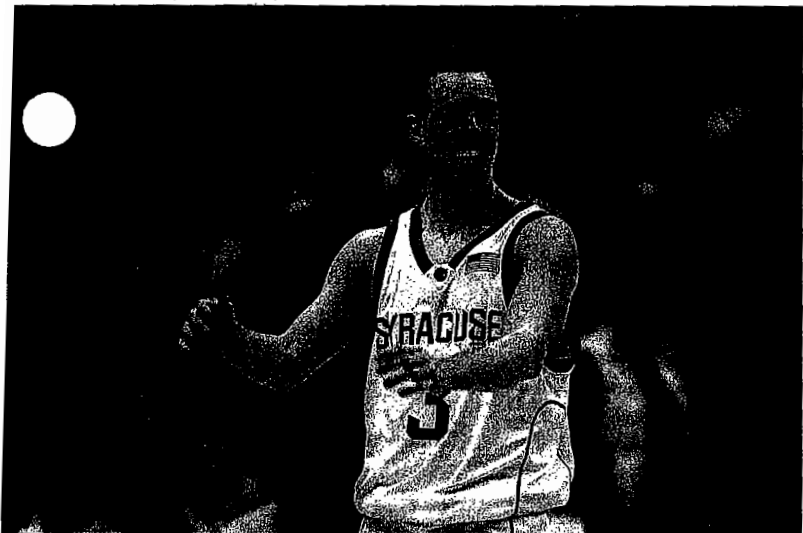
From Dan Aykroyd's interview

Marino, Young enter football Hall toge

League's all-time passer, crafty southpaw take place



"Let's over. Dolphins fans, invite you all



Dennis Nett / Staff photographer

GERRY McNAMARA smiles to his family in the stands after being called for his fifth foul on Saturday night.

Finding His Rhythm

McNamara warms up slowly, sizzles in second half

By Kim Baxter
Staff writer

Gerry McNamara arrived in the Carrier Dome nearly three hours before the 9 p.m. tipoff against Notre Dame on Saturday night.

But it was an hour and 15 minutes into the game before the true McNamara showed up.

scoring just four points in the first half (two of those coming off free throws from a technical foul), the junior guard exploded for 18 second-half points as the Orange came from behind to survive Notre Dame 60-57 in front of a record crowd of 33,199.

The win pumps SU's record to 21-2 overall and 8-1 in the Big East.

McNamara keyed the comeback win first from the free-throw line and then at the foul stripe. After missing all five 3's in the first half, he came back and made his first two 3-pointers in the second half. "I was just out of rhythm," McNamara said.

But then he picked up his fourth foul when he charged into Notre Dame's Colin Falls with 12 minutes, 30 seconds remaining and the Orange trailing 37-30.

He sat on the bench for 4:21 and came back with SU facing a nine-point deficit.

And when Syracuse started its comeback from an 11-point deficit with just six minutes left, McNamara took over at the free-throw line. He made nine foul shots in the final 3:24 to secure the win.

"Gerry calmed down the second half," said SU coach Jim Boeheim. "He's rarely going to have two bad halves. He was tremendous in the second half."

McNamara, who prefers to play regularly to keep his rhythm, took extra shots before and after practice all week.

"I worked extremely hard this week to keep my shot going and to shoot poorly in the first half frustrated me," he said.

Big time

Saturday's game, smoldering with the full week of anticipation, in front of the record crowd and the ESPN GameDay crew, created much more attention than normal for most regular-season games.

Senior Craig Forth admitted to having butterflies before the game.

The distraction even affected Boeheim, a 29-year coaching veteran.

"It's a big game and all that, and I think the hype was probably too much for both teams," he said. "I know this has been the longest week of my life. I don't know if we've gone this long playing games and not playing anything in the middle of the season. It was painful this whole week. It was Tuesday and I thought it was already Friday and it was Tuesday."

"Today I must have watched 22 games. I'm sick of games. This 9 o'clock game after a week off was not fun. I thought both teams were tight. That happens too when you get a big crowd and everyone gets excited."

First visit

New Syracuse athletic director Daryl Gross made his first appearance in the Carrier Dome for an event late in the week. He sat in the press box near the Orange bench along with the football coach Greg Robinson.

And for Gross, his first impression of a Dome atmosphere happened to be the record-setting crowd of 33,199.

"The atmosphere is awesome here," he said. "I love what Syracuse brings."

Notre Dame coach fumes over techs

By Mike Waters
and Matt Michael
Staff writers

Notre Dame coach Mike Brey might have been more upset after the game for the technical he received late in Saturday's game than he was when he picked up the technical.

Referee John Hughes whistled Brey for a technical as the Notre Dame coach argued a five-second call on Irish guard Chris Quinn with 3:24 left in the game.

"I'll be very honest with you," Brey said. "A good official walks away from me at that time. Print that."

As a result of the technical, Gerry McNamara went to the foul line and hit two shots to tie the game at 50.

It was the second technical of the game against Notre Dame as Hughes also gave Jordan Cornette a technical in the first half.

"Tonight we had two of the most mysterious technicals that I've ever been around," said Brey.

something (like this), Gerry McNamara said. (Warrick) was saying chills when they announce attendance and I was like I know."

"The sad thing is, down and we were on line and coach (Jim I) was talking to us because them, too," McNamara said. "The fan base and the moment tonight was unlike anything I've been a part of."

McNamara and his teammates rewarded the fans with comeback. SU is now with crowds of 30,000 at the dome.

"It was great we brought SU's Billy Ed and our fans are always here."

The Notre Dame player the record crowd fired too.

"I think I was fun; of fun out there," guard Falls said. "It was a great experience. I just wish we that last six, seven back."

Top recruit visits

DeShawn Sims, a highly-regarded 6-foot-7 junior from Detroit, Mich., attended Saturday's game as part of an official campus visit.

This was Sims' second trip to Syracuse; he attended SU's football game against Florida State last fall, but it was the first of his five allotted campus visits.

Asked about his impressions of the SU campus, Sims looked around and said, "First of all, it's this Dome."

Sims said Syracuse was in his top five schools along with Michigan, Michigan State, Connecticut and Kentucky.

'I got chills'

If you were at Saturday's game and you got chills when the NCAA on-campus record crowd of 33,199 was announced late in the second half, you weren't alone.

"I've never been a part of

Irish struggle at li

Notre Dame entered Saturday's game leading the Conference in free-throw percentage at .803 in league play (.744 overall). But McNamara missed all seven of his free throws in the first half (.353 (6-of-17) for the game).

"We were shooting like 85 percent," McNamara said. "I'm not sure of those, it's a story."

Notre Dame missed free throws as SU came back. Guard Chris Quinn who was shooting 9-foot line entering the game missed all three of his free throws including the frontcourt jumper.

Forward Torin Francis missed 5-of-8 from the free-throw line but he missed both throws with 12.4 seconds left and SU leading 60-57.



John Diery / 5

SU's TERRENCE ROBERTS fires up the crowd late in the game. Gerry McNamara and Notre Dame's Chris Quinn are also in the frame.

NOTRE DAME (57) (13-6, 4-4)

	m	fg	3pt	ft	reb	pf	a
Jordan Cornette	14	0-1	0-1	0-0	1-4	4	0
Colin Falls	40	3-9	3-8	0-0	1-1	2	4
Torin Francis	26	5-9	0-0	5-8	5-11	4	0
Chris Thomas	38	2-12	1-6	0-3	0-5	2	5
Chris Quinn	39	4-8	3-7	1-2	0-2	3	1
Dennis Latimore	29	5-8	0-0	0-0	3-6	4	1
Rick Corbett	11	3-4	0-0	0-2	3-3	1	0
Russell Carter	3	0-2	0-1	0-2	1-1	1	0
Team					2-4		
Totals	200	22-53	7-23	6-17	16-37	21	11
				1st half	2nd half		
Field-goal percentage		35.5 (11-31)		50.0 (11-22)			
Three-point percentage		28.6 (4-14)		33.3 (3-9)			
Free-throw percentage		0.0 (0-7)		60.0 (6-10)			

SYRACUSE (60) (21-2, 8-1)

Late rally pushes Orange past Irish

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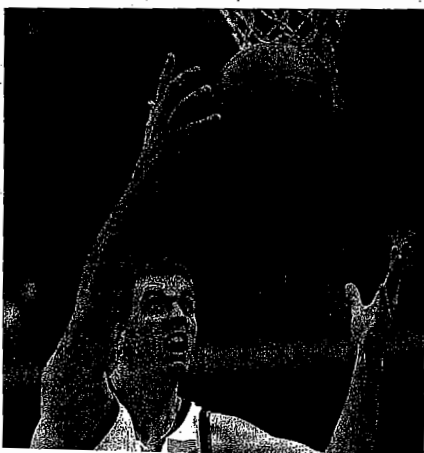
Syracuse trimmed the Irish lead to seven points when Terrence Roberts stole the ball from Colin Francis in the press, leading to a Warrick Statue-of-Liberty monster dunk with 4:29 left at cut the margin to 50-45.

Then McNamara drained a 3-point shot from the top of the key to make it 50-48 Notre Dame with 4:06 remaining.

When Notre Dame's Chris Quinn was called for a five-second violation, Irish coach Mike Brey picked up a technical foul courtesy of referee John Hughes. McNamara's two free throws with 3:24 left tied the game at 50-50.

"I thought we held off every one of their runs except for the last one," Brey said. "I thought we were never in front of their offense."

Syracuse finally took the lead with 3:24 left, its first since leading 3-2



3-pointer to give Notre Dame a 45-36 lead with 8:09 remaining, Boeheim called timeout and put McNamara back in the game.

McNamara scored 12 points after returning to the action. In the second half, he was 3-for-3 from 3-point range and 9-for-9 at the line.

"It was just one of those days, and they were in the same funk because they scored 26 points," McNamara said. "It was just an ugly, ugly first half and an exciting second half."

Riding Warrick

Hakim Warrick settled for jump shots in the first half. In the second half, he lowered his head and shoulder and plowed his way to the basket. And Notre Dame could find no way to guard him.

Warrick scored 20 points, 15 of which came in the second half. He drew 10 fouls on the Irish, six in the second half.

Scramble was on for tickets

At least one case, a friend comes through so that an SU fan can get in the Dome.

By Matt Michael
Staff writer

It was Mike Toglia's 55th birthday Saturday, and his son, Brian, promised his father he would get him a ticket to Saturday night's basketball game between Syracuse University and Notre Dame at the Carrier Dome.

Toglia, of Syracuse, said he routinely buys tickets from scalpers, and he arrived at the Dome at about 7 p.m. figuring he'd do the same thing. But Saturday was no ordinary night. It was "Break The Record Night," and fans who had tickets held on to them because they wanted to be a part of the largest on-campus basketball crowd in NCAA history.

Fans without tickets who arrived at the Dome early Saturday night found signs on the doors and ticket windows that said "Notre Dame Sold Out."

"It's bad, man," said one scalper who was looking to buy tickets, then turn around and sell them.

"There's nothing out here."

Another scalper said \$20 tickets were going for \$85. Toglia, who had never paid more than \$45 for a pair of tickets, was preparing for the worst. But he bumped into a friend who gave him two tickets — for free — in Section 124, which is in the set of stands directly across from the team benches.

So Toglia and his father became a part of history Saturday. The crowd of 33,199 surpassed the previous on-campus Carrier Dome record of 35,071 set in March 2003.

"I can't believe it," said Brian Toglia, who used his cell phone to call a reporter at about 8:15 p.m. to relay the good news. "He handed me the tickets and said, 'Happy birthday to your dad.'"

Jeff Rathbun said he had a number of friends who didn't have tickets to the game, either. But they purchased a pair of tickets from scalpers for \$20 apiece — \$10 more than face value — at about an hour before the 9 p.m. tipoff.

Their seats were in Section 333, Row V — one row from the top in the southeast corner of the end zone opposite the basketball court. That's about as far away from the court as you can get without having an obstructed view.

"We just wanted to be a part of this," St. Louis said. "We knew it was going to be big."

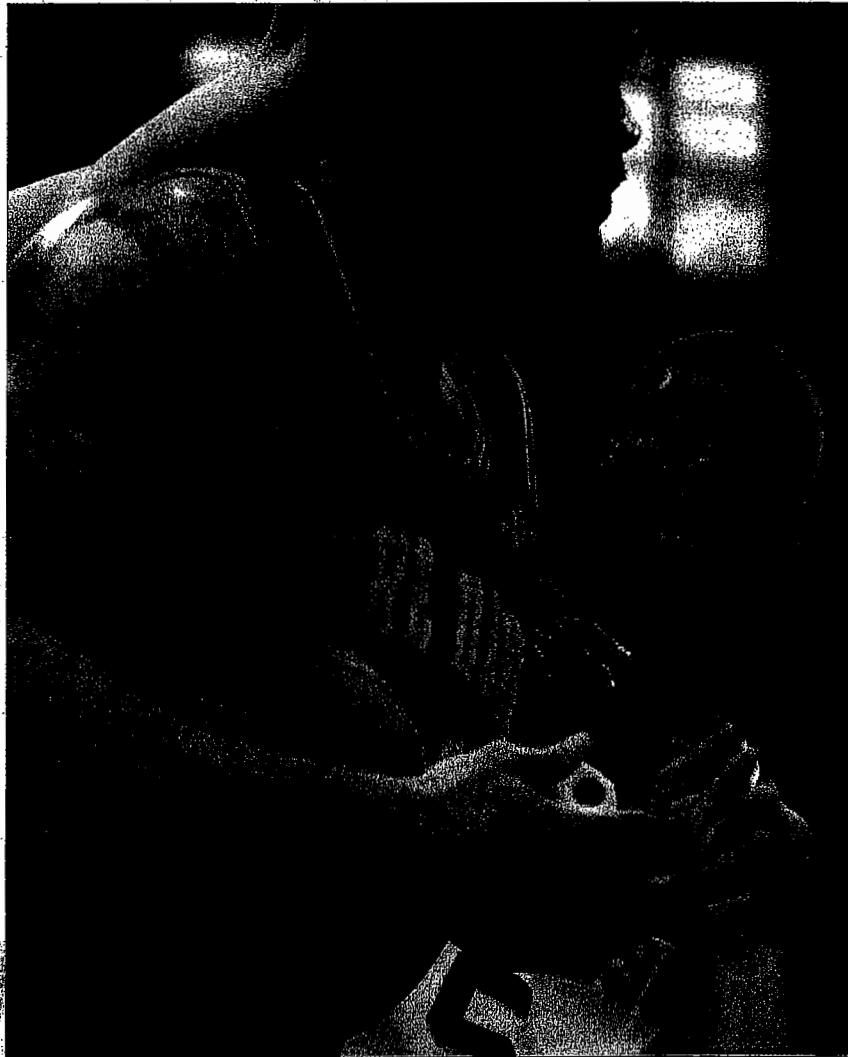
"We drove more than an hour," Rathbun added. "We were going to get in somehow."

The first announced sellout in Dome history topped the previous record crowd set on March 9, 2003. That was SU freshman star Carmelo Anthony's final home game, and fans sensing he would not return — or wanting to beg him to return — flocked to see the Orange defeat Rutgers 83-74.

That game was not on TV. Saturday's game was televised live by ESPN and featured the Dome debut of ESPN's College GameDay crew, with host Reece Davis and analysts Jay Bilas and Digger Phelps. The crew worked from a stage set up at the top corner of Section 101.

Notre Dame's former Notre Dame coach — was booed by Syracuse fans in Section 101 when he saluted and flashed his green

Big Crowd, Huge Win



John Berry / Staff photographer

SYRACUSE'S Josh Pace defends against Notre Dame's Dennis Latimore as the Irish forward calls timeout Saturday night in the Dome.

