

## Single Day Attendance Promotion

For our single day attendance promotion we picked the Baylor's Women's Basketball game against the University of Texas. The title of the promotion was "Operation 10K: Pack the stands with over 10,000 fans!" Fans wearing the color gold would receive a coupon for a dollar off an item at the Baylor concession stands. We also had a discount on the ever so popular "Bevo Burger" selling for just a dollar.

We had several print advertisements running in our local paper as well as having radio advertisements. This was more of an external campaign because it was at the end of Baylor's Winter Break and students were slowly getting back in town. Our print ad had the Baylor Lady Bears logo on top. Following the logo was our opponent, Texas, and then the time and where it was taking place at. "Operation 10K" followed as well as the number to call for tickets. Also included on the ad was the mentioning of the dollar "Bevo Burgers" and the coupon if you wear gold. This promotion was very successful we winded up having 10,322 fans supporting our Lady Bears!

# **BAYLOR**

## **LADY BEARS**

\*Come early and  
get your "Bevo Burgers"  
for \$1!!\*

\*Wear your gold  
and receive a Bear  
Buck  
good for \$1 off a  
Baylor concession  
item!!\*

**vs. Texas**  
**Saturday at 12:00 PM**  
**Ferrell Center**

**OPERATION 10K:**  
**PACK THE STANDS WITH OVER 10,000 FANS!!**

For Tickets Call 710-1000 or go to [BAYLORBEBOS.COM](http://BAYLORBEBOS.COM)