



**Promotion: Pontiac Skee-Ball Challenge
Guaranteed Car Give Away**

Goal: To attract fans to games, provide an exciting and unique promotion, effectively activate Boston College's sponsorship with Pontiac while generating a significant number of generation leads for the company.

Who: All Boston College game attendants and web visitors.

Two contestants were selected to participate at each of the five selected home games. One of the selected contestants was selected prior to game day through an online registration pool (this contestant was contacted and supplied tickets to ensure they were in attendance at the game.) The second contestant was selected day-of-game through registration tables at Conte Forum.

What: The promotion was designed to activate our sponsorship with Pontiac. Pontiac gave us a car to give away provided we came up with a unique promotion that would generate leads, be accessible to all fans, and provide some entertainment value.

To achieve this, we came up with a modified version of skee ball to be played at halftime of 6 home basketball games. With the help of a local tire dealer, we secured 15 tires. The tires were arranged at center court at halftime of games. We had a single tire in the middle with 6 tires surrounding it. Behind those tires were 4 double stacked tires to create a backstop. Each tire was assigned a point value (see attached sheet). We purchased two skate board ramps and had the contestants roll basketballs up the ramps and into the arrangement of tires. The contestants earned points based on which tire the ball bounced in. Each contestant got five rolls (with the last being worth double). The contestants alternated after each roll. The winner was the contestant with the highest point total. Each winner was brought back to the final home game of the season where a final contest was held to determine who won the car.

Prizes: The winner of the entire contest won a brand new Pontiac G6 courtesy of Pontiac. All contestants were also able to win prizes along the way. Each tire had a small prize inside of it and the first contestant to get a ball in that tire received the prize. These prizes included museum tickets, G6 Hats, hockey tickets, gift certificates, a pair of Reebok's, etc. This allowed for more excitement as there was a prize to be won with every roll of the ball.

When: Contest will be held at halftime of six (6) BIG EAST home games in a six to eight minute window.

<u><i>Date</i></u>	<u><i>Opponent</i></u>	<u><i>Round</i></u>
January 19 th	Villanova	Semi
January 29 th	Georgetown	Semi
February 1 st	West Virginia	Semi
February 16 th	Rutgers	Semi
February 19 th	Syracuse	Semi
February 28 th	Pittsburgh	Final

Where: Six (6) BIG EAST basketball games at Conte Forum. Contest took place at half time at center court. Registration for the contest took place both at the arena on gameday as well on the BCEagles.com website.

Why: Attract fans to arrive at the game early. Create an entertaining and exciting environment during intermission of the game. Create lead generation accounts for Pontiac.

Staffing: The biggest challenge with this promotion is securing enough people to pull it off in a narrow time frame. With the help of our "team marketing" program (student volunteers) we were able to secure 8-10 helpers for each games. These students were responsible for getting all 15 tires on the court and arranged properly as well as the ramps and signage for the event. We also had two students emcee the promotion which went very well. We could not have pulled this off without their help as they were very efficient setting up and breaking down 15 tires during halftime.

Additional Support: The video team that controls our in arena video boards were were also a tremendous help in this promotion. They were able to display the rules, a diagram of the tires and their point values, and also keep a running tab of the score of the contest. This allowed fans to follow along and get involved in the promotion.

Results:

Although it took quite a bit of man power and leg work to pull off, the promotion was a success. Through registrations for the contest, we generated well over 2,000 leads for Pontiac. The exposure for the brand at games and through advertisements around campus was great. A number of regional Pontiac brass were on hand at final game for the car giveaway and all seemed very pleased with the promotion.

The promotion also seemed to be a hit with students and the general fan. By the final round, most fans had seen earlier rounds of the promotion and were aware of the rules and the stakes. The crowd was very involved as the final two contestants were tied going into the last roll. The winner sprinted to celebrate in the student section before being presented the keys by Pontiac.







Pontiac G6 Skee Ball Challenge

The Boston College Athletic Association has put together an exciting contest to give you a chance to win the "First Ever" Pontiac G6! **At the BC Eagles final men's home basketball game of the season on February 28th against Pittsburgh, one lucky fan will win this great brand new car.**

At halftime of five BIG EAST Eagle men's home basketball games (see dates below), two contestants will compete on the court at Conte Forum in a modified version of the classic amusement park game, Skee Ball. The winner at each of the five games will qualify for the February 28th finals at the Eagles last home game of the year against Pittsburgh.

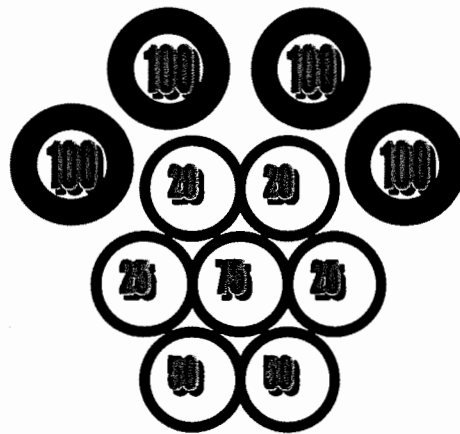
There is no purchase necessary to enter this contest and it does not increase your chances of winning. You can sign up for your chance to participate by either registering online or at the arena at either the Pontiac display or in the lobby by the will-call window during one of the five "Skee Ball" nights. An online entrant and day of game entrant will be selected for each game.

Date	Opponent	Round
January 19th	Villanova	Semi
January 29th	Georgetown	Semi
February 1st	West Virginia	Semi
February 16th	Rutgers	Semi
February 19th	Syracuse	Semi
February 28th	Pittsburgh	Final

**To Register Click
Here**

**Sweepstakes/Rules Information Click
Here**

Pontiac Skee Ball Challenge



*Double
Stacked
Tires*

Single Tire

Ramp

Game Notes

- Two Contestants
- Five Rolls Each
- Alternating Rolls
- 5th Ball is a "Money Ball" worth Tire Value x 2
- Value per tire displayed above
- High score after five rolls wins
- If tied after five rolls, proceed to a one ball roll off

Request for Video

- Have each contestant name and score on board
- Image of Tires layout with values for fans to see
- Pontiac logo on board
- Image of car if we can provide
- Show parts of promotion live if possible

Promotion Dates

- Jan. 19th Villanova
- Jan. 29th Georgetown
- Feb. 1st West Virginia
- Feb. 16th Rutgers
- Feb. 19th Syracuse
- Feb. 28th Pittsburgh