

UC DAVIS
A G G I E S

"BLACK OUT NIGHT"

Category: Single-Day Attendance Promotion - Men's Basketball

Date: 2/10/2005

Promotion: Black Out Night for Men's Basketball

Objectives: Create a positive and entertaining environment for all of our fans, while also increasing attendance. To black out the lower bowl of the arena with black shirts.

Description: Black Out Night was an interesting promotion centered on the return of the Men's 1998 National Champion Ex-coach. After winning the Division II Men's Basketball Championship in 1998, Coach Bob Williams left UC Davis to coach UC Santa Barbara. This was the first time Coach Bob Williams has returned to Davis let alone coach another team against UC Davis. Because of this, we decided to hand out 1,600 black shirts to black out the entire lower bowl of the arena. Not only did all of our fans in the lower bowl wear the Black Out Night shirts, but the Band-uh, the dance team and the stunt team wore the black shirts as well.

Black Out Night was a huge success because we have never done a promotion similar to it before. In addition to that, the Black Out Night promotion started somewhat of a rivalry between UC Davis and UC Santa Barbara. ESPN was also present recording sound bytes for the new college basketball video

game, further increasing the overall excitement at the game. The atmosphere of the game was invigorating and that enthusiasm helped lead our team to an overwhelming victory over UC Santa Barbara. During the game, Aggie Pack and UC Davis Athletics threw out beads, candy, burritos, Pita Pit pitas and Steve's Place Pizza to the most enthusiastic fans. The SWAT Team also shot tube socks with large air cannons to the entire arena.

Prior to the game, flyers, posters, 26,000 emails and newspaper ads were distributed on campus and around the City of Davis.

Contacts: UC Davis Athletics Staff and Interns: Tony Pataca, Karen Hudgens, Brian Otis, Christina Toy, Greg Ortiz, Valerie Owyang, Mike Dobransky, Scott Brayton, Scott Stevenson. 530-752-2699

Email sent on 2/5/2005

Happening Events 2/9-2/14

Tired of walking to class or waiting for your ride? Well the Aggie Pack is giving away a parking pass from TAPS for the rest of the year this Saturday, 2/12. All you have to do to win the pass is Get Keyed! Come to the basketball game this Thursday and receive a key that could open the treasure chest that holds the TAPS Parking Pass. Only 365 keys exist so make sure you are not locked out of this competition. Read on to find other events that you can Get Keyed at!

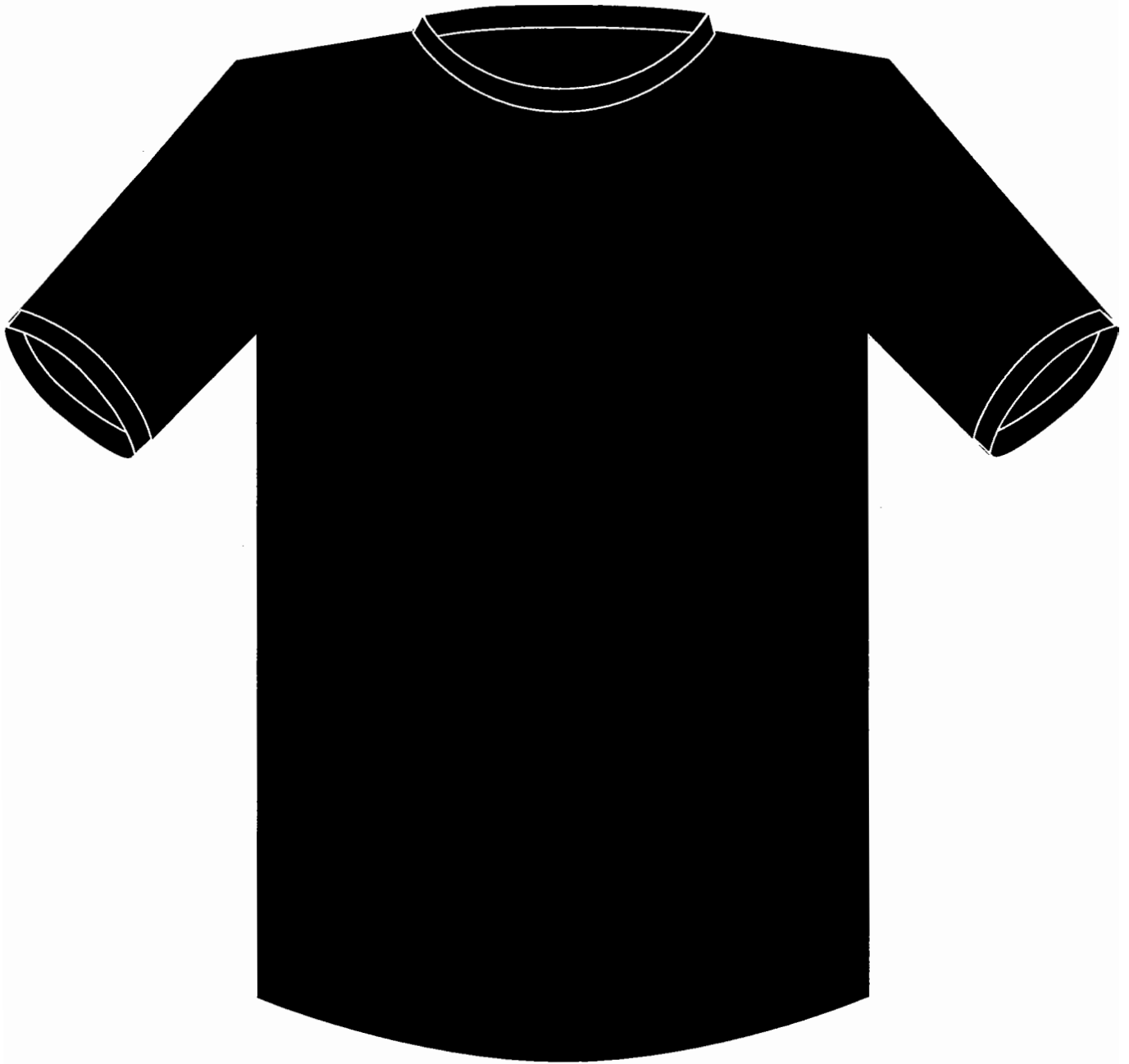
Men's Basketball

Thursday, February 10th

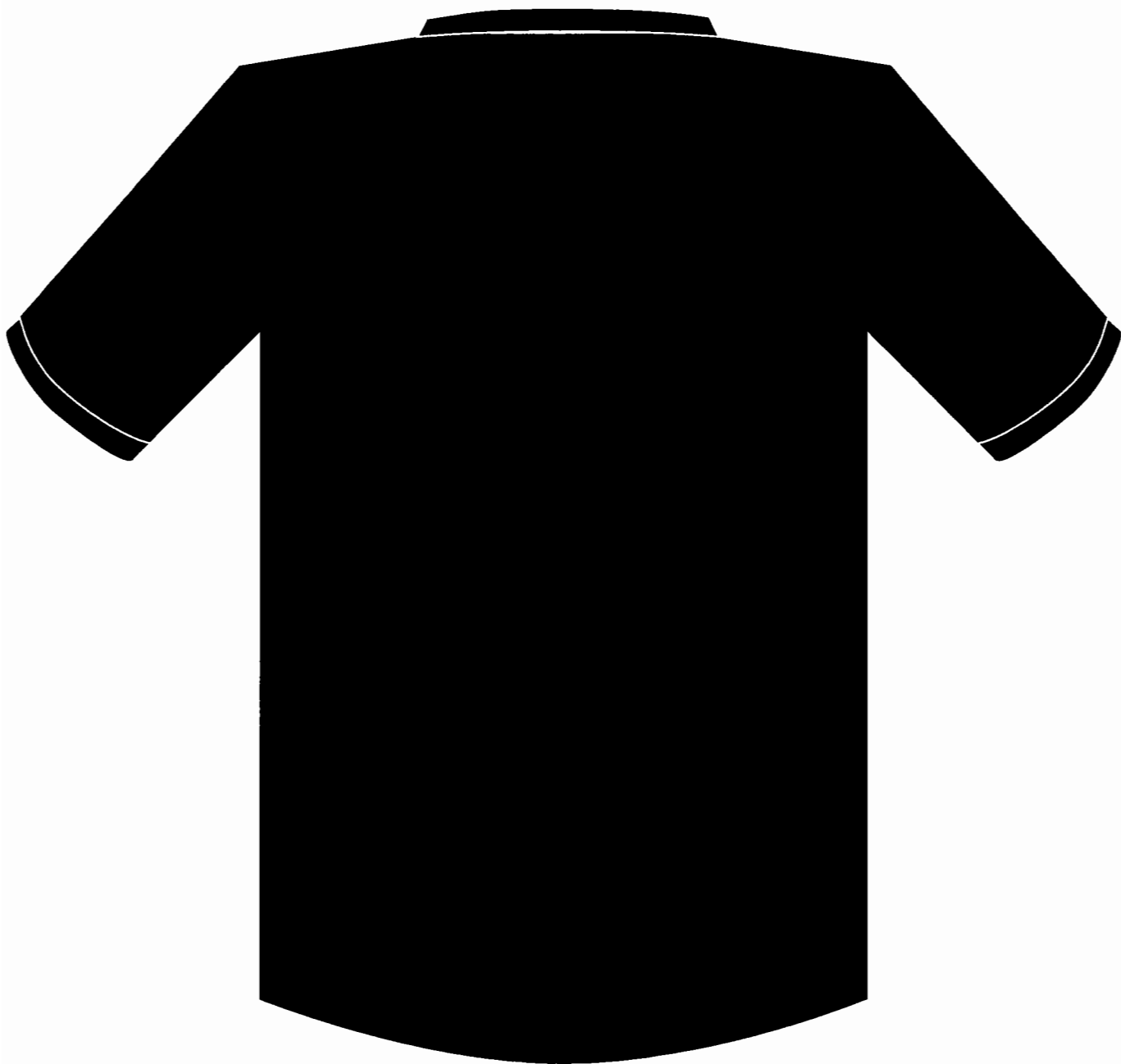
- M Basketball vs. UC Santa Barbara at the Pavilion @ 7pm
- 1000 FREE official UC Davis "Black Out Night" t-shirts to be given away during the game courtesy of Davis Sport Shop.
- Come out and support your Aggies as we take on former UC Davis' head coach Bob Williams. This will be Coach Williams first return to the campus since he left the program in 1998, after he coached UC Davis to its only NCAA National Championship (Division II) for basketball. Bring your friends out to witness the Aggies stomp UCSB at home.
- ESPN will be recording sound bites for the new ESPN NCAA 2006 Basketball video game which will feature UC Davis Basketball and the Pavilion for the first time ever.
- "Peer Pressure Night" Everyone is going to the game. Come on!
- Get Keyed Here! 100 keys to be given away at random to fans wearing UC Davis apparel.

Saturday, February 12th

- M Basketball vs. Cal Poly at the Pavilion @ 7pm
"Senior Night" This is your LAST CHANCE to cheer on our Aggie Seniors as they play their final game at home. Make signs and wear blue and gold while rooting on our seniors; #3 Fowzi Abdelsamad, #4 Justin Stearns, #15 JaQay Carlyle, #33 Robert Ehsan, and #34 Ryan Moore.
- Get Keyed Here! 100 keys to be given away at random to fans wearing UC Davis apparel.



FRONT



BACK