



**UC DAVIS**  
**AGGIES**

## **"BREAK THE RECORD NIGHT/ SNOW DAY"**

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

**Date:** 12/4/04

**Promotion:** Break The Record Night/ Snow Day

**Objectives:** Create a positive and entertaining environment for all of our fans, while also increasing attendance.

**Description:** Break The Record Night/ Snow Day was a double promotion we put together to give our corporate partners double the exposure while also providing a more entertaining environment for our fans in order to bring the single game attendance record for both Men's and Women's Basketball. Before the game, we hosted Snow Day, a promotion providing exposure to local mountain resorts and snow equipment shops. Aggie Pack and UC Davis Athletics handed out 300 lift tickets to the first 500 people that arrived at the game. In addition to this, we handed out snowboards, jackets, bindings and boots. We also set-up tables for our sponsors to distribute information and prizes to the most involved fans. During Snow Day, DJ Destiny provided the latest and hottest music creating a more exciting environment for Snow Day. Outside the arena, a skytracker shined in to the night sky providing a spectacular visual for miles around, hopefully increasing the curiosity of some, ultimately bringing them to the event.

During the game, we continued to have the Snow Day Tables open for anyone who missed the festivities before the game. UC Davis Health System sponsored Break The Record Night by providing 6,000 medical scrubs to the first 6,000 fans to enter. By handing out the medical scrubs, we literally painted the arena blue and created an environment unlike any other during the season. In addition to the medical scrubs, we increased the excitement of our fans during the game by throwing out candy, over 50 burritos, 25 Steve's Place Pizzas, 50 Pita Pit Pitas, 50 Redrum Burgers and over 500 pairs of tube socks provided by Davis Sport Shop. During the event, we recognized UC Davis Health System along with the Snow Day partners by reading public address announcements, displaying signs, and providing scoreboard and videoboard signs for them.

Prior to the game, 26,000 emails, flyers, posters, emails, and newspaper ads were distributed on campus and around the City of Davis promoting the event. We also took Gunrock, our mascot to the UC Davis Hospital to visit the pediatric center. While there, Gunrock signed autographs and handed out schedules to UC Davis Athletic events. Over fifty lawn signs were placed on campus and around the city publicizing Break The Record Night and Snow Day.

**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

# UC DAVIS BASKETBALL

## BREAK THE RECORD NIGHT

Help set the all-time attendance record  
for a UC Davis home basketball game.

Women 4,675 Men 7,926

**First arriving fans  
get free scrubs!**

Women's Basketball vs. Menlo  
Men's Basketball vs. Northern Arizona

**Saturday, December 4, 2004  
6 PM at the Pavilion**

SNOW DAY Activities at 5PM!

Arrive at 5pm to win prizes from the following Snow Day participants:  
Boreal, Sugar Bowl, Sierra Northstar, Homewood, Kirkwood, Ground Zero, Santa Cruz  
snowboards, Boards n motion, Mack Dawg Productions, Robot Food and many more!

SPONSORED BY

**UC DAVIS**  
HEALTH SYSTEM

UC Davis  
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pick-up FREE  
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Ticket Office

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Get your  
**FREE**  
tickets for  
**Aggie  
basketball**



BREAK THE RECORD NIGHT

Sponsored by

## **UC Davis Health System**

6 p.m. – Aggie Women vs. Menlo College

8 p.m. – Aggie Men vs. Northern Arizona University

**Saturday, Dec. 4, 2004**

The Pavilion • UC Davis



**UCDAVIS**  
**AGGIES**

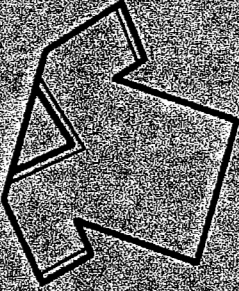
Free tickets for all health system employees and their families/guests. Tickets are available from **your department** or by calling (916) 734-0751 or (916) 734-9040.

**Come early: FREE** UC Davis Health System scrub shirts go to the first 6,000 spectators.

**UCDAVIS**  
*HEALTH SYSTEM*

# UC DAVIS BASKETBALL BREAK THE RECORD NIGHT

Presented by  
UC Davis  
Health  
System



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# UC DAVIS

Intercollegiate Athletics

Email sent on 12/1/2004

Aggie Pack Events for 12/4 & 12/8

- Do not forget Aggie Basketball tomorrow night, December 4th is "Break the Record Night and Snow Day." We WILL break the record so put down your history books, come early, and be a part of history!
- Snow Day and Medical Scrub Top giveaways begin at 5pm
- Women's game tip-off is 6pm and the men's game tip-off is 8pm
- Game will be televised on Comcast SportsNet!

- Also, next Wednesday, December 8th M. Basketball vs. UOP at 7pm in the Pavilion. Everyone in the Aggie Pack Student Section will receive a FREE FOAM FINGER!!!
- Game will be televised on Comcast SportsNet!

- All students get in FREE to all athletic contests with a valid registration card.
- Students need to get a FREE ticket for Break the Record Night only. The FREE ticket can be picked up at the Freeborn Ticket Office or at the student entrance at the game.
- The first 10 students (not in Band-uh! or on Spirit Squad) who come to the basketball game on December 4th and sing the Aggie Fight Song will receive a FREE lift ticket.

Thought of the week: Do the Fraternities and Sororities in Greece use American letters?