



UC DAVIS
A G G I E S

"EMAIL BLAST"

Category: Online Promotion

Date: Before every athletic event

Promotion: Email blast to all of Aggie Pack and Aggie Fanatics

Objectives: To increase attendance at every athletic event at UC Davis.

Description: Prior to every UC Davis Football, Basketball and every other athletic event, members of the Aggie Pack (our student spirit organization) and Aggie Fanatics (community spirit group) received email updates mentioning the day of the game, opponent, game time, and any promotions and/ or giveaways that were to be handed out that day. We also have the ability to list the sponsor of each game and put a link to their website in the email. Aggie Pack members were also sent emails reminding them of other Aggie Pack athletic events throughout the year.

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 10/4/2004

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Here Are the Aggie Pack Events for This Week!!!
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Wednesday, October 6th

- Aggie Pride Meeting at 1100 Social Sciences @ 6pm: Come and get the inside scoop on what happens in the Aggie Pack and find out what events are coming up next! This is the fastest way to get involved with the Aggie Pack and show your school spirit.
All students who attend will receive a FREE pizza certificate!!!

Friday, October 8th

- M Water Polo vs. University of Pacific at Schaal Aquatic Center @ 5pm
First 200 fans receive a FREE pizza certificate!!!

Saturday, October 9th

- M Soccer vs. Cal St. Fullerton at Aggie Field @ 3pm
First 100 fans receive a FREE pizza certificate!!!

Sunday, October 10th

- W Soccer vs. Colorado College at Aggie Field @ Noon
Aggie Pride Outlet will be present. Come and redeem your Aggie Bucks for discounts and/or FREE stuff.
Also, come out and help Break the Record of 652 fans (10/20/02).
First 100 fans receive a FREE pizza certificate!!!

Other Important News:

Homecoming Week:

- Thursday, October 14th
Cow Milking contest in the quad at Noon. Find out who is the best cow-milker west of the Mississippi.
- Friday, October 15th
GQ Aggie at Noon in the quad. Find out which football player has the best personality, looks, and quick wits to be crowned the next man in GQ.
Homecoming BONFIRE at 8pm at Hutchison Triangle (next to Rec Pool and the Schaal Aquatic Center).