



UC DAVIS
AGGIES

"HAPPY BIRTHDAY EMAILS"

Category: Online Promotion

Date: Before every athletic event

Promotion: Email blast to all of Aggie Pack and Aggie Fanatics when it is their birthday.

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

Description: Members of Aggie Pack and Aggie Fanatics receive an email prior to an athletic event if it is their birthday. All they have to do is print the email that says it is their birthday and redeem it for an ice cream cone certificate at one of the athletic events listed in the same email. We found that fans who received the personal birthday email were more likely to come to the game. It happened to be the first event of the year for many of the people who received the birthday email.

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

Intercollegiate Athletics

Email sent to Student Body

Happy birthday e-mails, day of and week of:

The Aggie Pack just wanted to wish you a Happy Birthday!!!

Come to tonight's Wrestling and Gymnastics dual event at the Pavilion at 7pm (The 2nd Annual Beauty and the Beast contest) and receive a FREE present courtesy of the Aggie Pack. Just take a copy of this email to the Aggie Pride Outlet to redeem your present!

HAPPY BIRTHDAY

- **Remember ALL students get in FREE to all athletic contests with a valid registration card.**