



UCDAVIS
AGGIES

"LOCK AND KEY NIGHT"

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

Date: 2/12/05

Promotion: Lock and Key Night for Men's Basketball

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

Description: This promotion began at the game prior to the actual promotion night. At that game, we handed out a number of keys to students whom attended the basketball game. During the week prior to this game, we handed out over 300 keys to students on campus. We let everyone know that if they attended the game with their key, they would have a chance to unlock a treasure box with a reward inside. In essence, we had at least 300 extra people come to the game that may have not come if they had not been given a key. After several people tried their luck with the treasure box, the winner finally took home a yearlong campus parking pass. Every person who did not unlock the box was given a piece of Steve's Place Pizza as a consolation prize. Everyone went home a winner that night.

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

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UC DAVIS

Intercollegiate Athletics

Email sent to Student Body on 2/7/2005

Hi Greg,

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.



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Women's Basketball

Monday, February 14th

- **W Basketball vs. Cal Poly at the Pavilion @ 7pm**
"Red Light, Green Light Night" In celebration of Valentine's Day Aggie Pack will be playing match-maker. If you are single come to the game and receive a green wristband and meet other singles. If you already found that special someone come to the game and receive a red wristband (It will be a cheap but thoughtful date if you are low on funds). This night will be the **ULTIMATE** Valentine's Day with 100 **FREE** flowers to be given out and pizzas in the shape of hearts. If you don't like Valentine's Day protest it by coming to the game in the boycott of such a commercialized holiday.

Women's Water Polo

Wednesday, February 9th

- **W Water Polo vs. CAL at the Schaal Aquatic Center @ 4pm**
Silly Golden Bears, Wins Are For Aggies!
- **Get Keyed Here! 25 keys to be given away at random to fans wearing UC Davis apparel.**

Gymnastics

Friday, February 11th

- **Gymnastics vs. Sacramento State at the Pavilion @ 7pm**
This Causeway Classic balances on a beam
- **Get Keyed Here! 25 keys to be given away at random to fans wearing UC Davis apparel.**

Softball

Saturday, February 12th

- **Softball vs. Santa Clara at La Rue Field at Noon (DoubleHeader)**
Come out to the game and BBQ with the team (starting around 2pm)
- **Get Keyed Here! 25 keys to be given away at random to fans wearing UC Davis apparel.**

Men's Tennis

Friday, February 11th

- **Tennis vs. Sacramento State at the Tennis Courts @ 4pm**
Causeway Classic with rackets!



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Intercollegiate Athletics

Also, Get Keyed on the Quad Wednesday, February 9th! Get Keyed Here! X amount of keys to be given away at random to students wearing UC Davis apparel.

- **Remember ALL students get in FREE to all athletic contests with a valid registration card.
To get in for FREE, go through the Aggie Pack Student Entrance of the Pavilion and check in with the Aggie Pack**

Thought of the week:

If you read this whole e-mail you definitely have a lot of time on your hands. You should get out by going to a couple of these games.

*****If you would like to volunteer with the Aggie Pack please respond
apvolunteers@aol.com*****

Whew!!!!

That was way long! I hope you still remembered what you just studied after this thing.