

**UC DAVIS**  
**A G G I E S**

## **"WHITE OUT NIGHT"**

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

**Date:** 1/22/05

**Promotion:** White Out Night for Men's Basketball

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

**Description:** UC Davis students love getting free stuff when they come to athletic events. Because of this, we decided to hand out 1,600 white shirts to white out the entire lower bowl of the arena. Not only did all of our fans in the lower bowl wear the white shirts, but the Band-uh, the dance team and the stunt team wore the white shirts as well.

White Out Night was one of our more energizing promotions. Not only did the white shirt giveaway create more excitement for coming to the game, it also created a nice visual to see the lower bowl completely in white. To add to the excitement, 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

UC DAVIS

# Men's Basketball

vs. Long Beach State

White Out Night

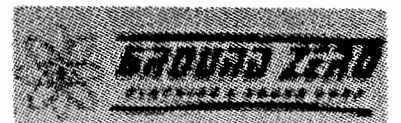
1000 SHIRTS  
to be given  
away.

Saturday  
January 22 @ 7PM

Pavilion

Sponsored by:

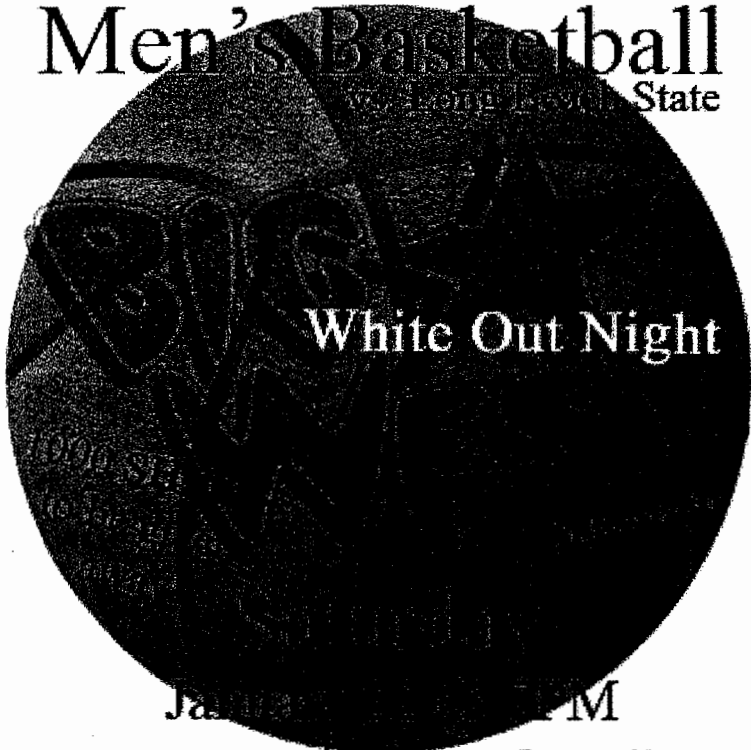
Aggie Pack  
Game of the week!!!



UC DAVIS

# Men's Basketball

www.ucdavis.edu State



White Out Night

January 11, 8 PM

Pavilion

Sponsored by:

Aggie Pack  
Game of the week!!!





# UC DAVIS

Intercollegiate Athletics

Email sent to Student Body on 1/18/2005

Subject Line: UC Davis Televised Basketball 1/22.....

## HOME TELEVISED BASKETBALL GAME THIS SATURDAY!!!

**Saturday, January 22nd**

- Men's Basketball vs. Long Beach State at the Pavilion @ 7pm
- Arrive early because 500 students in the Aggie Pack Student Section will receive a FREE Aggie Fanatics t-shirt!!!
- This game will be televised on Comcast SportsNet so bring your group of wild friends and be on TV

This game is sponsored by Ground Zero Clothing and Board Shop:  
Phone: 530-753-7775, located at 225 G Street

**Monday, January 24th**

- Men's Basketball vs. UC Irvine at the Pavilion @ 7pm
- Aggie Pack will be giving away a FREE season pass to Sugar Bowl ski and snowpark. Also, FREE In-N-Out and The Davis Graduate certificates will be given out to screaming fans throughout the game.

Game Sponsored by Peak Performance Health Club:  
<http://www.peakperformance-online.com>

**Wednesday, January 26th**

- Women's Basketball vs. Sacramento State at the Pavilion @ 7pm
- "BLACK OUT NIGHT" Arrive early because 500 students in the Aggie Pack Student Section will receive a FREE limited edition black UC Davis t-shirt!!! Also, FREE In-N-Out and The Davis Graduate, certificates will be given out to screaming fans throughout the game.

Game Sponsored by Davis Sport Shop:  
Phone 530-753-2572, located at 204 E Street

**Friday, January 28th**

- Wrestling vs. Cal Poly & Gymnastics vs. UC Berkeley at the Pavilion @7pm
- Come and watch 2 events at the same time! Gymnastics and Wrestling will be teaming up for the Second Annual "Beauty and the Beast" contest. The perfect blend of grace and raw power will be displayed when these two teams take it to the floor on Friday night.



# UC DAVIS

Intercollegiate Athletics

**All students get in FREE to all athletic contests with a valid registration card.**

**The Thought of the week: Why are there so many crows in Davis?**

**- If you are interested in volunteering with the Aggie Pack for upcoming events please contact us at [apvolunteers@aol.com](mailto:apvolunteers@aol.com).**

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**If you liked to be removed from the listserve please reply with REMOVE in the subject line.**

**Go AGS!**