



NEW REVENUE SOURCE

Peter the Anteater Bobblehead Doll, sponsored by Jack in the Box

- WHO:** The target audience was UC Irvine Students, season tickets holders and community fans
- WHAT:** To generate new revenue for sponsor and athletic department; and to increase exposure by creating the first ever Peter the Anteater Bobblehead Doll in the school history.
- WHERE:** Jack in the Box Restaurant across the street from campus.
- HOW:** Jack in the Box underwrote the cost of the bobbleheads in its partnership with the UC Irvine Athletics Department. We promoted it at our games, in the campus newspaper and on our radio broadcast for basketball. The only way students, season ticket holders and fans were able to receive one was through a "purchase with purchase" in the local Jack in the Box across the street from campus. Fans had to purchase a combo meal and for \$5 could purchase the first ever Peter the Anteater Bobblehead Doll.
- OUTCOME:** In just over two months, the local Jack in the Box has sold 1,500 bobbleheads, which equates to \$7,500 in new revenue, not including the cost of the combo meal. The owner is donating a portion of that back to athletics to add to the sponsorship fee, and is using the rest of the money to do the second edition bobblehead doll for the following season.

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RIP 'EM EATERS!

