



SINGLE DAY ATTENDANCE PROMOTION

“Beat the Beach Week”

WHO: Attempting to boost attendance at Men’s Basketball vs. Long Beach State

WHAT: “Beat the Beach Week”.

WHERE: UC Irvine Men’s Basketball game.

HOW: We wanted to capitalize on the natural rivalry that exists between UC Irvine and our neighbor (just up the 405) Long Beach State. We designated the week leading up to the game “Beat the Beach” week and held several on-campus activities to raise awareness of the game. Day one - we had one of our student spirit leaders dress up in Long Beach State gear and he heckled our students as they were invited to toss water balloons at him. Day two – we held a pep rally in the student center with the cheer/dance squad and the band along with several members of the basketball team. Day three – our cheer leaders, band, student spirit group leaders and the entire bookstore staff wore “Beat the Beach” shirts and informed students, faculty, staff and fans that they could get there shirt at the game. At the game we passed out “Beat the Beach” shirts to our first 2,500 fans.

OUTCOME: The excitement generated by the week long push on campus as well as the t-shirt giveaway helped us draw one of our largest crowds of the year and increased our attendance by roughly 1,000 (600 of which were students) for that game. From the feed back we received many of our fans learned of the push to “beat the beach” from the book store employees that wore the t-shirts leading up to the game.

Blake Sasaki
Assistant Athletic Director
(949) 824-7587
bsasaki@uci.edu

Robby Ray
Assistant Director of Marketing
(949) 824-8719
rayrb@uci.edu

Ben Ogawa
Marketing Assistant
(949) 824-9189
bogawa@uci.edu

RIP ‘EM EATERS