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COLORADO STATE RAMS

SPORTS MARKETING

Ram Jam 2004

Concept: Host a community-wide event inviting the children of Fort Collins and surrounding communities to interact with the CSU student-athletes and experience Ram Athletics up close and personal.

Purpose: Provide children with an evening filled with fun, excitement and learning experiences they will remember forever. Join together the community of Fort Collins and CSU Athletics.

Description: Ram Jam is our biggest community outreach event of the year. We have partnered up with one of our sponsors, The Group to help make this a great event. It is held in our basketball Arena, Moby Arena where approximately 1,500-2,000 kids gather together for an evening filled with fun, excitement, and learning experiences.

Each CSU athletic team sets up a station in Moby Arena of which the kids will do a circuit. The circuits incorporate games and fundamentals of each sport allowing kids to learn, all the while having a great time.

Ram Jam is FREE to all youth, 8th grade and younger. Each kid, as they walk through the doors, receives a Ram Jam t-shirt, autograph cards, and a goodie bag filled with prizes from our sponsors (i.e.: free Frosty from Wendy's). We also provide free popcorn and soda to all who attend.

Along with have each sport having a station we also have face painting (done by our Student Athlete Advisory Committee-SAAC), our equipment guys bring out athletic gear for kids to try on, our athletic trainers showcase items from the training room and we bring in our real Cam the Ram mascot for kids to pet, touch and take pictures with.

We also have our band and cheerleaders in attendance.

Additions:

- In addition to partnering up with The Group, we work with our other sponsors to help provide goodies for all the kids in their bags (ex: mini basketballs from PVHS "Healthy Kids Club", free Frosty's from Wendy's).
- We have two student athletes (one girl, one guy) speak to the kids about working hard, about goals, information about themselves, etc.
- Through out the night we have drawings for prizes (i.e.: CSU gear, tickets to upcoming football games)

Advertising:

- Ads in our local newspaper, The Coloradoan
- Contact all area youth programs and distribute tickets and posters (i.e.: Boys and Girls Club, YMCA, Youth Activity Centers)
- Work with our School District to help promote the event to all their students (flyers, newsletters, tickets)
- The Group, who sponsors the event, sends out postcards to all their customers inviting them to attend the event.
- Poudre Valley Health Systems and the "Healthy Kids Club" send out a newsletter to there database promoting the event.
- Send out invitations to all our Junior Ram Club members and Campers
- Place posters all over town

RESULTS:

This event is the best kids event of the year in the Fort Collins area. Every year kids look forward to this event and you will always see kids around town wearing their Ram Jam t-shirt. This past year we had approximately 1,500 kids attend Ram Jam. This is not only a great experience for the kids, but the student-athletes love it as well.

Contact:

Megan Mosness
Assistant Director of Marketing
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m.mosness@colostate.edu

2004 RAM JAM
COLORADO STATE UNIVERSITY
SPONSORED BY THE GROUP, INC.
April 12, 2004

6pm Doors open. Have everyone sit in bleachers

- SIGN UP FOR DRAWINGS ON THE CONCOURSE
- HEALTHY KIDS CLUB MASCOT ON CONCOURSE
- CAM THE RAM ON CONCOURSE FOR PICTURES AND AUTOGRAPHS

6:15pm Thad make announcement about food and drink

- NO FOOD OR DRINK ON THE FLOOR... PLEASE KEEP EVERYTHING UP IN THE BLEACHERS. THANK YOU

6:30pm Program begins and Thad Welcome

- WELCOME TO THE 2004 RAM JAM SPONSORED BY THE GROUP, INC.
- THIS IS OUR LARGEST COMMUNITY OUTREACH PROGRAM OF THE YEAR

6:33pm Thad introduce student athletes

- MATT BARTZ
 - ❖ MEMBER OF THE FOOTBALL TEAM
 - ❖ 3.0 GPA
- DRE DOWNS
 - ❖ MEMBER OF THE VOLLEYBALL TEAM

6:34pm Athletes speak to crowd

6:40pm Thad briefly explains sport locations and tells kids to have fun, also reminds them about food and drink

- EXPLAIN TEAM LOCATIONS
- ALL STUDENT-ATHLETES HAVE A MARKER FOR AUTOGRAPHS
- REMEMBER NO FOOD OR DRINK ON THE FLOOR

7:45pm Thad announce everyone to return to bleachers

7:50pm Thad introduce Mark Driscoll

7:51pm Mark Driscoll introduce and thank The Group, Inc.

7:53pm Group may say a few words (TBA)

7:55pm Thad begins the drawing for prizes (*in this order*).

- From Boy Scouts (draw first): Fishing Poles (2 names)
- From Girl Scouts (draw Second): Pedometers (2 names)
- Bookstore Pack #1: bear, hat, big water bottle, t-shirt, key chain
- Bookstore Pack #2: sweatshirt, shorts, magnet, small water bottle, sport pack
- Bookstore Pack #3: Same as 2
- Football Prize Pack: 4 Tickets to Wyoming Football Game, pennant, and mini-football



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Ram Jam Map

Each kid is given a map of where everything is on the arena floor as they enter the building.

2004 RAM JAM

Swimming & Diving	Men's & Women's Golf	Volleyball	Track & Field/Cross Country	
			Football	
Boy Scouts & Girl Scouts	Men's and Women's Basketball			Softball
	Tennis	Music	Academics	Equipment Room
General Seating				Training Room

Drawing Sign-Up

Concessions
Free Pop & Popcorn





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Ram Jam Tickets

Tickets were produced to hand out to area youth (school district, Boys and Girls Club, Youth Activity Centers, Junior Ram Club Members, Campers, etc). We find that more kids are likely to attend if they have an actual ticket in hand, even though the event is free.

**2004
RAM JAM**




**April 12, 2004
6:30 - 8:00 p.m.
Moby Arena**

**Admission Is
FREE**

**Meet The Rams
Clinics - Games - Prizes
Get Ram Autographs**

THE GROUP INC.
Real Estate

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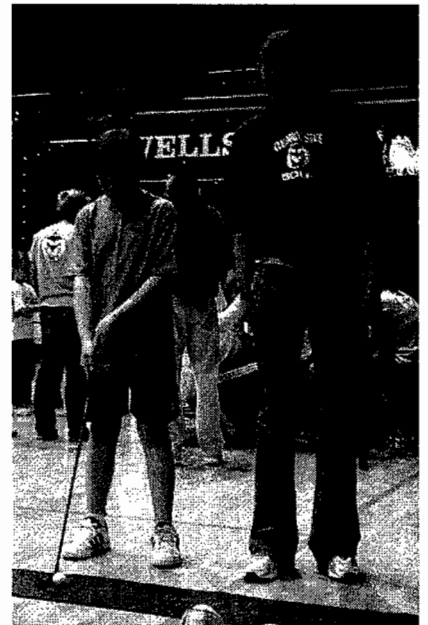
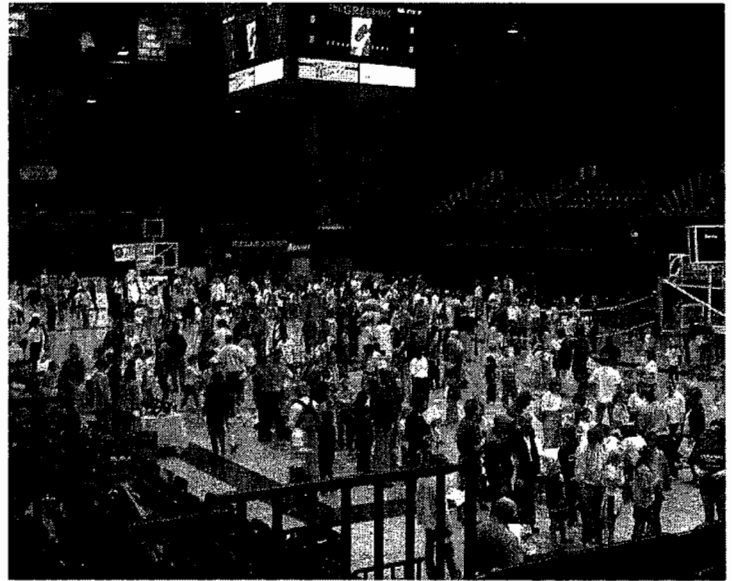


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Ram Jam Photos





* SAMPLE
LETTER *

Colorado
State
University

Knowledge to Go Places

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March 2004

Dear Ram Fan:

“Ram Jam” is just around the corner! On **Monday, April 12, 2004, from 6:30-8:00 pm**, the floor of Moby Arena will once again be filled with Colorado State student-athletes and kids from all over the community for the annual “Ram Jam” event.

“Ram Jam”, which is made possible by our friends at *The Group, Inc.*, is a fun evening when youngsters (ages 8th grade and below) can participate in a variety of interactive stations. Our CSU athletic teams design activities for kids to enjoy. There will be clinics, games, and prizes too. Plus, the kids can get autographs from their favorite Rams. Most importantly, it's a chance for the young people to meet and talk to CSU's outstanding student-athletes.

Best of all, **ADMISSION IS FREE FOR EVERYONE!** The doors of Moby Arena will open at 6:00 pm so that fans can come early and enjoy a great evening with us.

We have enclosed some “Ram Jam” admission passes and posters for you to distribute. We would like to have as many young people as possible at this year's “Ram Jam”, so please distribute these tickets. We are sure the kids will enjoy “Ram Jam” as much as our student-athletes and coaches do.

Should you need any additional admission passes or if you have any questions, please do not hesitate to contact Kristen Alford in our Marketing Office at 970-491-6020.

Thank you for your assistance. We look forward to having you with us on Monday, April 12, 2004 for “Ram Jam 2004”!

Sincerely,

Kristen Alford

Kristen Alford
Ram Jam Coordinator