



University of Dayton Atmosphere Promotion Cincinnati Bell I-Wireless “Instant Upgrade”

- Who:** All fans in attendance are eligible
- What:** Two courtside tickets
Prize Pack (provided by corporate sponsor)
Matrix board message
- When:** During a media timeout
- Where:** Men's Basketball
- How:** At a designated timeout, one or two Marketing student workers go up to the Upper Arena (400 level) and choose two fans who get the chance to “upgrade” to the Flyer Front Row seats. The students escort the fans to the new location and give them their prize pack. While this is happening, a corresponding message is being run on the matrix board.
- Contact:** Megan L. Coyle
Marketing Assistant
937.229.5007
Megan.Coyle@notes.udayton.edu