



Unique Inventory Opportunities

Who: Up to three Corporate Partners

What: A “Virtual Commercial”

When: During any thirty second time-out

Where: Basketball

How: Load the partner’s thirty second regional or national commercial radio spot into your audio program (Click Effects, Game Ops, etc). When the public address announcer’s thirty second time-out call comes during the course of the ball game, be ready to immediately start the “virtual commercial”.

Results: This inventory effectively reinforces a partner’s regional or national campaign. It also gives the environment a change in routine from the normal public address announcements. It also gives the public address announcer a chance to have a sip of water!

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Attendance Promotions

Who: Any rewards card holder

What: "Stamp Out The Big South Conference"

When: Season long

Where: Basketball

How: During the last home football game, business card size reward cards were distributed to encourage basketball home attendance. Each card was printed double sided. The front side had the school's athletics logo, the corporate partner's logo and the promotion's title. The back side had all seven logo's of our competitors in the conference. It also contained the instruction of bringing the card to an Elon game, getting a competitor's logo stamped and redeeming the completed stamped card at the partner's location for a premium.

Results: Pre-season basketball interest during football
Attendance builder for home hoops
"Positive Association" inventory for the partner

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