



Three's Company

Who: (Target audience, i.e. Students, Kids, Community, Sponsors)
_____ Students _____

What: (Items needed, i.e. props, participants)
_____ Basketball and Sponsor to front prize money _____
_____ and Insurance _____

When: (Time to hold promotion, i.e. pre-game, half-time, post-game)
_____ half-time _____

Where: (What events, i.e. Baseball, Basketball, Football)
_____ Basketball _____

How: (Steps to completing the promotion)

In order to drum up an increased presence in our student section for a big game, we asked the game sponsor 5/3 Bank to offer a prize that we could use to entice students that may not normally come to the game to come out. 5/3 offered \$5,300 if a student could make three out of five three-point shots. Students had a week to sign up for the contest at the ticket office and could sign up at the game and one lucky student was drawn at half-time. The student made 2 out of the 5 shots and it generated a lot of good buzz on campus which pleased our sponsor who was very happy with the results. We had a student attendance of 600 (26% of our student body) which was about 200 more students than we averaged for the season.

Contact: (Who to contact with questions)
Ayodele Taylor-Dixon
Assistant Athletic Director of Marketing and Ticket Services
812-479-2395
at40@evansville.edu