



SEMINOLE

ATHLETICS MARKETING

New Revenue Renerating Idea Florida State Birthday Party Packages

Parents and fans had the opportunity to enjoy their birthday at a home baseball or women's basketball game

Baseball Birthday Party Package

All Birthday in the Park Packages include:

- 12 General Admission Tickets
- 12 Cupcakes
- Birthday Balloon
- An autographed baseball from the entire team
- 2005 FSU Baseball Yearbook
- Video Board Announcement with photo

Birthday in the Park Packages are \$75.

Results: Last season: 52 birthday packages were sold, which totaled \$4,282 in total revenue. To date for this season, 38 birthday packages and projected to sell over 60– total \$3,015 and 546 tickets.

Women's Basketball Birthday Party Package (1st year)

- 12 tickets
- 3 Pizza Hut Pan Pizzas ©
- 1 Autographed Basketball (white paneled ball with FSU logo)
- 1 FSU Basketball Birthday Card signed by WB team
- 1 Birthday PA announcement during halftime
- 1 Pre-game visit from Cimmaron

Birthday in the Park Packages are \$99.

Results: To date for this season, 6 birthday packages have been sold, 72 tickets and \$594 in revenue

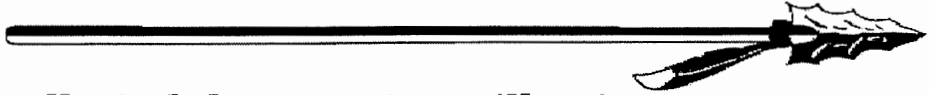
Contact: (Who to contact with questions)
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Assistant Director of Promotions
Seminole Athletics Marketing
(850) 644-2550
Jason.dennard@hostcommunications.com



Florida State

2004-2005

Birthday Party Package

- 
- All Birthday Parties will enjoy:
 - 12 Tickets
 - 12 Drinks
 - 3 Large Pizza Hut Pan Pizzas
 - 1 Autographed FSU Basketball
 - Birthday Card
 - Visit From Cimmaron
 - Public Address Announcement

Reserve your party for only \$99

*All reservations must be received 2 days prior to date.
To schedule, please call Seminole Athletics Marketing @ 645-4851.

Come Celebrate your Birthday with the Noles!



Visit the "Seminole News Today" box on

www.seminoles.com

and click on "Events and Promotions"
to view the Promotional Schedule!



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