



# SEMINOLE

## ATHLETICS MARKETING

### Faith and Family Night/Upward Basketball Night Attendance Promotion (Group Tickets)

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

Area churches and Upward Basketball/Cheerleading Program  
(Upward Basketball is a National evangelistic sports ministry program)  
Website is a good resource - <http://www.upward.com>

**What:** (Items needed, i.e. props, participants)

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

This works as a Gameday Promotion and as a half-time promotion. In choosing the date, consider a weekend, and possibly a Sunday afternoon game if possible.

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

This promotion is a good fit for men's and women's basketball. Upward also has a soccer and cheerleading program.

**How:** (Steps to completing the promotion)

Go to the Upward website to establish the Upward program near your college/university. Make contact with the Upward Director in the area. In promoting a Faith and Family/Upward Basketball event, it helps to schedule several visits to Upward's weekly practices and possibly attend several Upward games leading up to the game being promoted. If it is possible to take your men's or women's basketball teams to an Upward practice that is an asset in creating interest. Create group ticket fliers with all of the details for the Faith and Family Day/Upward Basketball Day. Include as much promotional information on the flier, and try to create opportunities that are specific to the Upward program: i.e. offer the opportunity for Upward Cheerleaders to help form the tunnel where the team will run out, create an "Upward Basketball At The Half" game where several teams are spotlighted to play at halftime. If possible, offer a unique giveaway to the first X amount of Upward teams to purchase group tickets to encourage attendance. Recognize all teams/groups in attendance in a PA announcement.

**Contact:** (Who to contact with questions)

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