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Responses:

University of Pittsburgh
We annually do a successful promotion at one of our women's basketball games in celebration of Girls and Women in Sports Day. We partner with our Health Care Provider (UPMC Sports Medicine) and host many activities for children. The promotion is geared towards families. Activities have included:
- autographs from other women's teams
- incorporated our local Race For The Cure Charity group
- Display by various groups from UPMC Sports Medicine (University of Pittsburgh Medical Center)
- The Pittsburgh Ballet does a display
- Our local Science Center does a display
- The Pittsburgh Opera performs the National Anthem

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Weber State
We have done it for a few years. At the event I have invited all of our other women's sport teams to attend the game and setup a table/booth for their sports to help recognize and promote them. I have also invited club teams from on campus to come and take part. At the game I have also encouraged the teams to then be interactive with the people who come to them game, as they highlight their sport. For example, Women's Tennis sets up a small tennis court for kids to try tennis. Women's Track brings starting blocks, hurdles, shot puts, discs, hammers and javelins. Soccer brings balls and mini goals, golf brings a mini putting green, volleyball sets up a net. We try to promote the event through the schools and school districts to get as many people there as possible. We also combine the event with the "Take a Kid to a Game" promotion and allow all kids to come into the game for free. Our attendance for the game is spectacular and the
residual effect is very good.

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Middle Tennessee State  
We combine a mini-sports camp with volleyball, soccer and softball for girls in conjunction with a women's basketball game. The cost is $25 and includes the camp, ticket to the game, a T-shirt and lunch. We usually recognize all our women's teams at half-time of the basketball game as well.

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University of Rhode Island  
We do it every year and we invite the high school state championship teams from every female sport and recognize them at halftime. We have also recognized the GoGirlGo athlete of the year from our State (they choose one from every state and then a national one).

We also have all our women's sports teams attend the game and get recognized. There are a few other awards that we also present at this event.

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Hofstra University  
We are working on something similar and thought about having each of our women's teams host a clinic and have the youth kids rotate to each clinic to learn something about each sport. We would do this before the game.

Jesse Bonfiglio  
Director of Marketing and Promotions
Seminole Athletics Marketing
When I was in San Diego, we had a pre-game fun zone where all the women’s sports teams held mini-clinics with kids. The Women’s Center on campus also made goody bags for all kids in attendance, which included tattoos, poms and stickers. We also brought in a massage therapist for the moms and had a few of our coaches speak during the fun zone about women in sports.

During the game, we had a all-girls choir sing the national anthem, we put “Women in Sports” fun facts on the video board throughout media timeouts, at halftime we recognized our women’s volleyball and soccer teams for NCAA appearances and at the end of the game the women’s basketball team signed autographs.

One thing we also wanted to do was giveaway flowers to each mom in attendance, but that fell through at the last minute.

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Canisius College
Yes, we did last year. We had an activity fair prior to the game where each of our women's teams put on a small clinic. After the clinic, we served pizza, water and pop and then all participants were invited to attend the game. We involved a few of the participants in in-game and halftime promotions.

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University of Dayton
We do celebrate the day at a women's basketball game. Preferably a Friday night game.
There are stations set up around the concourse for girls to interact with our women's sport programs. So the volleyball team will demonstrate a skill, golf has mini-putting greens set up and rowing has their erg machines, etc. I'm attaching a map that we give the girls as they enter so you will have an idea as to how we set up.

Also - as the girls enter the arena they sign up for raffle prizes. At each time out during the basketball game we draw a name and give away a prize from a women's team (t-shirts, etc.). It's usually a great event and well attended by both girls and their parents.

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**Rutgers University**  
For the past several years, we have all of our women's sports teams participate in a "march-on" at halftime. We have a sign for them to hold up with the team name, and each team is introduced to the crowd with a little bit about their most recent accomplishments. We do make it mandatory unless a team is traveling, and the WBB team has their female managers participate since they are in the locker room obviously. This is one of the most well received halftimes by our fans. We do something similar for football at the first home game, with all of our sports teams, and that too is a fan favorite.

We don't tie any giveaways in with it currently, or offer any special ticket promotions in conjunction with the day itself. We'll try to usually schedule Scout Day or another ticket promotion if possible, so that we end up with lots of kids and families there.

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**University of Michigan**  
We have run this at a Michigan WBB game. We worked with the Girls Scouts, who run a separate contest to recognize females of various ages who have helped provide access or improve opportunities for girls and women. Our halftime consists of a presentation of those winners. To this point, we have not included a giveaway.

Stephanie Johnson
Drew University
I am the assistant athletic director at Drew University in Madison, NJ. We have an organization in our state called the New Jersey Association of Intercollegiate Athletics for Women. It is an organization that consists of SWA’s and Female Athletic Directors from all divisions around the state of NJ. In February we hold a luncheon at Seton Hall University prior to a women's Big East basketball game. All participating colleges and universities nominate a representative from their school to receive an award as an outstanding female student athlete from their institution. At halftime, the college award recipients receive their award (a clock). In addition, all high schools from around the state nominate an athlete and the high school athletes receive the award at the luncheon. All participants and their coaches and parents receive a ticket to the game. It really creates a great atmosphere for the players and an opportunity for high school kids to see a high level game.

In summary, Seton Hall serves as the host and the backdrop for honoring outstanding student athletes in the state at both the high school and college level. Hope this helps.

Christa Racine
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Western Illinois University
We celebrate NGWSD every year. We invite local teams and girl scouts to the game, have booths set up that include Campus Girl Scouts, Women's Center, Athletics, Campus Rec, and Recreation, Parks, and Tourism. Many of the booths have fun things for kids along with information for parents about girls and activities. We also invite all of our athletic teams and club teams to the game, and then present them at halftime. You can receive a lot of information on the National Girls and Women in Sports Day website. In years past they had kits that could help you in your process.

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Ticket Offer: $2 tickets for Girl Scout members and leaders in uniform at the game
Giveaway: women’s basketball trading cards for the first 5,000 fans courtesy of Honda

Pre-game:
? Past captains autograph session
? Current team autograph session (7 teams attending)
? Face Painting (Coca Cola Fun Zone)
? Balloon Guys (2 Roaming)
? Strength and Conditioning interactive area
? Fan Cam (4th Coca Cola Fanatic Roaming)
? Oncourt recognition of team (first half, 12 minute media timeout)
? Coca Cola Fanatics and fun zone

Halftime:
? 40 Year Recognition Past Captains
? Marshall County Dribble Exhibition Team

In-game:
? First Half/12:00 Media Timeout: Team Recognition
? Series of 3 Public Address Announcements

Post-game:
? Lay-ups on the court
? Autograph session with Caity Matter and Ashley Allen

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Hofstra Athletics
When I worked at UNLV, we did the day in conjunction with the girl scouts. We allowed them to sell cookies at the game and we held a clinic earlier in the day for them with the basketball players. All the troops had a contest also to see who could bring the most people to the game. I can take a look through my stuff to see if I have any flyers from that day. It was so packed and it was a great day. We did it at women's volleyball too. They also did autograph signing after the game (we had wbball posters). I'll look around for you. I think the grils got in for free with an adult admission. I'll take a look and forward you whatever I have.

Sara Weber
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Marquette
Last year Marquette invited numerous youth girls basketball teams to attend the game. We received gifts, from the C-USA office to hand out to girls who attended. We promoted NGWSD by including in all advertising. (Paper, Radio, & Website) At Halftime we recognized the Milwaukee Women’s Sports Leader of the Year award at Halftime, where we presented her with a plaque & flowers. We also invited the winner to our post-game reception, with our booster club.

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UNLV
We have had a clinic the past 2 years before a women's basketball game. We invite every women's sport we have to participate. The first year we had 400 kids participate for free. This past year we charged $10.00 to cover cost of the game ticket, t-shirt and food and we still had about 300 kids.

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Marist College
We typically offer a sports clinic on a Friday evening for young girls that is run by our female student-athletes and their coaches. On Saturday we invite these individuals to a Women's Basketball game. This game also serves as our Girl Scout Game where we invite 700-1,000 area Girl Scout Troops to the game and recognize them at half-time with a banner parade.

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Michigan State University
Last year was the first time I did something at a WBB game. I invited all of our female varsity sports to the game on a pass list. Every team that was in town came. At halftime we I had all the coaches and their players line the court and then played a highlight video that showed all the sports. On the wireless mic, I told everyone a little about the Day and then introduced each team and gave the name of the Coach that was with them. It seemed to go over very well, and I am planning on doing something similar this year.

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