



High Point University
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Category: Single-Day Attendance Promotion - Basketball

Sport: Men's and Women's Basketball TV Game Doubleheader

Promotion: Pack the MACC II (Millis Athletic Convocation Center)

Target: Local Community and HPU Community

Promotion Details: Based on the tremendous success of last year's promotion we developed a better and more significant push for High Point University's televised basketball games, which were scheduled on the same day. The object of this promotion was to maximize attendance while providing an exciting atmosphere for a televised game.

We also combined this promotion with our corporate sponsors, as well as, possible new partners. The companies we worked with were: Coca-Cola, Aramark, Chick-fil-A, Krispy Kreme, ESPN 1590, WIST 98.3/790 AM, McDonald's, and MDC Graphics.

Coca-Cola provided a promotion called "Win Coke Everyday for One Year." We had two contestants bowl using a basketball as a bowling ball, and two litter bottles as the pins. Coke signage was also available, which we used as a bowling lane. This was great exposure for Coke.

Aramark is our food service provider for concessions and they had \$.50 hotdogs available. Krispy Kreme gave us 50 dozen doughnuts to hand out for free. Chick-fil-A gave out free Chicken Minis to everyone who walked through the door, and free Chick-fil-A for a Year to one lucky fan. MDC Graphics printed t-shirts with the HPU logo on the front and their logo on the back to throw out during the game. Fans had the opportunity to see both games for \$7 for adults and \$4 for children and senior citizens. There was a \$10,000 shot at halftime, which one student had a chance to shoot a half-court shot.



We also made a concerted effort on soliciting community groups and non-profit organizations to attend the game. Non-profit group tickets were \$2 per person over 10 people.

We promoted this event on ESPN 1590 and WIST 98.3, our play-by-play radio partner, with free giveaways and tickets on the radio for this event. Newspaper, radio and TV commercials were additional opportunities that we took advantage of for exposure within the local community.

