

**Idea Submission for
Best Single Day
Attendance Promotion**

Homecoming Survivor



starring Everyone's Favorite Survivor

Rupert!

**Submitted by
Rick Granger/Brian Miller
IPFW**



SPORTS MARKETING

IDEA SUBMISSION FOR SINGLE DAY ATTENDANCE PROMOTION

In the crowded marketplace for attracting the entertainment dollar, we find ourselves looking for ways to survive. This year, we wrapped our homecoming around a Survivor Theme and one lucky fan survived being voted off of the island and won a trip to see the Survivor Finale in Los Angeles.

HOMECOMING SURVIVOR starring RUPERT!

THE CONCEPT

Each year, we have worked closely with student government to make sure our Homecoming Basketball game has a special flair to it. Without football, our first home men's basketball game of the season is our Homecoming contest and we use this game to set an attendance standard for the rest of the season.

This year, we partnered with the local CBS affiliate and created a contest that was open to the public to increase attendance at our homecoming game AND create a buzz in the community. The ultimate Survivor of the contest would receive an all expense paid trip for two to attend the Season Finale of Survivor LIVE in Los Angeles.

THE REGISTRATION

During the week leading up to the game, WANE-TV (the local CBS affiliate) promoted the contest on their newscasts and invited viewers to register via their website. In addition, we also registered students at various locations throughout campus during the week. In all of the pre-game publicity we also promoted that there would be 5 additional finalists selected from those in attendance at the game itself.

On Friday, we selected 15 finalists and called each of them and personally invited them to the game with an extra ticket for a guest.

THE EXECUTION

On the night of the game, we drew for the five additional finalists and then gathered all 20 finalists at midcourt during halftime. Our special homecoming guest, Rupert Boneham (everybody's favorite Survivor) was on hand as we pulled out names one-by-one to vote the finalists "off of the island." We got to a final two and then built up the suspense until Rupert pulled out the winning name.

THE RESULTS

The fan that won the trip had a great time on her first visit to Los Angeles. CBS Television and WANE-TV provided us with the Survivor Finale access tickets and we had a local sponsor underwrite the cost of the travel package.

Our attendance for the game was just shy of 4,000, a full 1,500 (60%) better than our per-game average of a year ago. The contest coupled with the live appearance of Rupert and the homecoming theme all combined for a great turnout.

At season's end, this game stood out as the highest attended single game in the past three seasons.

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Homecoming Survivor

starring Everyone's Favorite Survivor

Rupert!

During Pre-Game Festivities, fans had the opportunity to meet Rupert and get autographs and pictures.



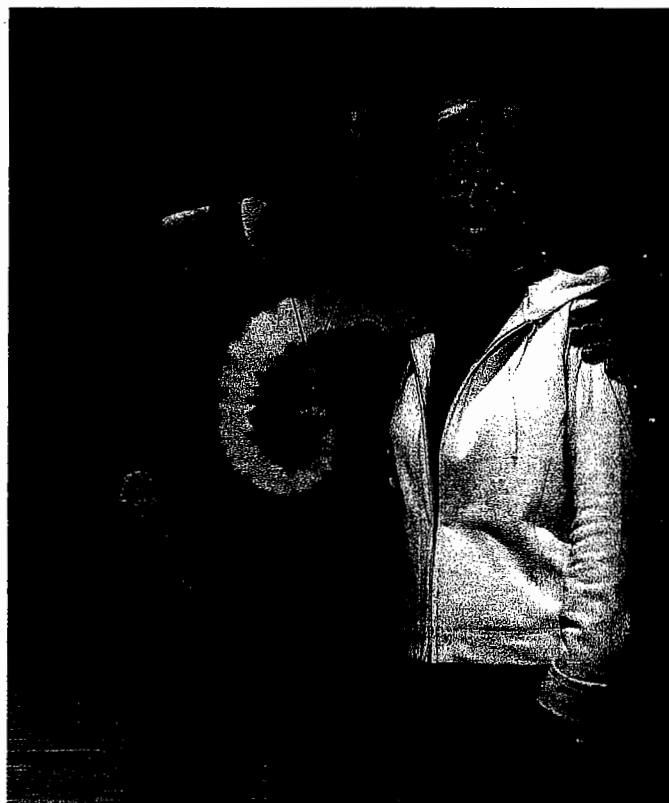
Homecoming Survivor



Rupert wowed the crowd with his pre-game chat about the challenges and rewards of competing in Survivor.

Homecoming Survivor

At half-time, the finalists gathered at mid-court to find out who would be voted off the island...



...and who would survive to win a Trip for Two to Los Angeles for the Season Finale of SURVIVOR!