



INDIANA UNIVERSITY

DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

PACK THE HALL FOR A CURE IU WOMEN'S BASKETBALL

WHO: All members of the South Central Indiana community were targeted in this event, including: all area schools, University departments and students, Greek organizations, community organizations (YMCA, United Way, etc.), city workers, large employers, etc.

WHAT: Pack The Hall For A Cure at an IU Women's Basketball game – if 10,000 fans attended the game Vera Bradley Designs would donate \$10,000 to the IU breast cancer research center in Indianapolis.

WHEN: The February 20th game against in state rivals Purdue

WHERE: Assembly Hall on the campus of Indiana University

HOW: Every year during the Women's Basketball Season, a night is designated for our "Pack The Hall" event for which we make an extra push for fans to attend. This year IU and Vera Bradley Designs decided to team up again to help fight breast cancer.

Media in Bloomington and Indianapolis covered the event before and after. Our media relations department helped to inform newspapers in Indianapolis and Bloomington of the game and many articles and press releases were found in the papers leading up to the event. We also placed ads in Herald Times and the Indiana Daily Student. In addition radio spots were created for the Bloomington radio stations. The IU Athletics website posted multiple press releases and provided contact information for tickets.

The marketing department invited everyone in the community to attend the event. First, Indiana schools of all levels were contacted via mail and telephone and offered complimentary tickets (High Schools were put on pass lists because of compliance rules). All Indiana University departments were contacted via mail, e-mail, and telephone and also were offered complimentary tickets. Community organizations (United Way, YMCA,

etc.) as well as large employers were contacted via mail and telephone and offered complementary tickets for their employees/members.

On the day of the game, it was difficult to find a member of the Bloomington community who had not heard about the event.

RESULTS: The event was a complete success. There were 10,022 fans in attendance at the game.

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