



The Buzz is...MSU Athletics

What: The Buzz is a full service salon and bar in Mankato that was built on the concept that there wasn't a place that a guy could go and get a haircut and a drink. They were tired of the same old salons that only seemed to cater to female patrons. The Buzz has created an atmosphere that is based on great service and the personal attention.

The Buzz offered haircuts at our men's conference basketball games with a portion of the proceeds going to the MSU Athletic Scholarship Fund. The Buzz was also charged a prorated promotional fee to be at the games. The opening night of the promotion coincided with the first ever sellout of our five year old arena and gave The Buzz the opportunity to be in front of almost 5,000 people. The Buzz received a photo and a brief article on the front page of the local news paper highlighting the fact that fans could get a haircut at the game.

How: The Buzz has a sports bar like atmosphere and was looking for a way to generate some, pardon the pun, buzz for their new location and business. The owner approached the Athletic Department about getting involved with our events in a creative manner. This is how getting a hair cut at the men's basketball games became a reality.

The initial problem was finding a location for the vendor, The Buzz had wanted to be on the floor but due to the university's fire code, this was not an option. The arena had a video pit that was not being used and turned out to be a perfect location as it was elevated and was visible as soon as you walked into the arena. A sign (produced by The Buzz) was also attached to the front of the video pit, allowing additional advertising at all of the other events in the arena.

The feedback and publicity that both the Athletic Department and The Buzz has gotten has been great. The biggest drawback to this promotion would be finding a location in your venues to put the sponsor, but other than that it was a very simple promotion to execute. The Buzz supplied all of the materials that were needed such as shelving, chair, stylists and steps to get into the video pit.

With the success at the basketball games, MSU and The Buzz are already in discussions about new opportunities at football and men's hockey games next year.

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