

**Question:**

Over the last few years, we have tried different things to get more students to our midnight madness celebration. We've held it close to the start of the season but there hasn't been much carry over once we start playing. We have dance contests with the players (men and women), free food and drinks, give a ways, shooting contests, etc. We start at 10:00 pm and end at midnight.

What time frame has worked best for you? (the first day of practice, closer to the start of the season?) What activities attract students the most? Do your coaches participate in the fun? Aside from winning, how do you keep your students coming to the games? What time do you start and how long does it last?

*Morris White, Northwest Missouri State University*

**Answers:**

We have done a 3-on-3 tournament for students the day before with the championship game held right before Thundering Herd Madness. We also moved up our start time to 8:00 on the first day of practice, which I believe is around Oct. 13 or the second Friday in October.

*Isaiah Childers, Marshall University*

Well, two things proved to be pretty important to our Midnight Madness event. One, we talked our on-campus dining hall into shutting down the main dining hall and serve dinner outside in front of our basketball arena. All on-campus students with a meal plan (approximately 1,500) had to come there to eat and everyone stayed for the event. The food was served at 5:00pm and the event started in the basketball arena at 6:30pm. I thought we might have problems with students staying until 6:30pm, but we didn't. We also had a local radio station and DJ playing music, had a couple of basketball goals outside for the students to shoot on. Two, we have a very active Black student association on campus and we started during the summer to rope them into the event and help us spread the word. They bought into it and really helped to get the students to show. They even paid for most of the event so that it didn't come out of our budget. I would say we had about 1,200-1,300 students and probably another 300-400 community people attend. We are a school of 11,000.

Hope this helps!

*Brad McGowan, Lamar University*

We are going through the same challenge here at Nebraska! The feedback we have gotten from our coaches is that they would like to do the event a week or two prior to the first practice, as they really want to be able to “practice” on that first night, which is completely understandable. So I think we are going to try that this year. I would love to hear the responses that you may get from other schools as to how they get people there. During this time our fans are so football-crazed it’s hard to get them in basketball mode!

*Corrie Sears, University of Nebraska*

We have struggled with this very same idea. We have gotten rid of our “Midnight Madness” due to participation issues. (Although it seems like we talk about it annually and whether or not we want to bring it back!). This past year, in its place, we offered food and drinks to students in attendance, free shirts to the first 500, in-game promotions for book scholarships and more. We also had contests for students vs. players such as free-throw contest or three-point contest. We actually did it around Halloween and held a costume contest for courtside seats to a premium game during the season.

This past year’s student attendance at this event was much better than in years prior. Hopefully we can build on this and continue to grow the event. I would be very interested to see the responses you receive, if you are willing to share them.

Thanks and good luck!

*N. Andrew Horton, University of Tennessee at Chattanooga*

We start our ‘Maryland Madness’ around 6 or 7pm so that we can attract season ticket holders and kids, our students will show up anyway. The big secret every year is how Gary Williams our M. Basketball coach will make his entrance. Two years ago we did a magic act and he ‘appeared’ in the middle of the court and last year he came out in a Lamborghini. Both our Men’s and Women’s basketball teams do a dance as well (our competitive Cheer coaches choreograph the MBB dance). Here are some YouTube videos that might help:

Here’s the video we created for Gary’s entrance:

<http://www.youtube.com/watch?v=QU8zUa4hA1M>

MBB Dance 2007 (we had the upper classman ride in one an antique car that we borrowed-<http://www.youtube.com/watch?v=YKK7Xx03Aks&feature=related>

Gary's Magic Act 2006 (horrible video of it) :

<http://www.youtube.com/watch?v=2e5qI5x0lrw>

Gymkana is a student performance group that performs at every Madness:

<http://www.youtube.com/watch?v=XFgLkd5cugM>

Clearly this production costs for an event like this is a lot but building the excitement around this event is huge. I used to work at a school where I only had \$2000 to work with... student performance groups were always a big hit! Good Luck!

*Kirsten Olson, University of Maryland*

At DII Tampa, our basketball players are known on campus, but do not carry the same star power at the big programs. For Midnight Madness, we go at 11 pm Oct. 14, no matter the day of week and run a tightly scheduled program until 1 am. This year, it fell on Sunday night and it was one of our best attended. The balls don't come out until midnight. There is a lot of student interaction and not that much basketball...our kids won't stay for team scrimmages...the first 20 min. is food and drink in the lobby with the players in a meet and greet situation. Then we run interactive contests such as Wendy's burger eating etc. for the fans only until 11:45...then the teams come out under formal introductions and the men's and women's coaches each give a pep talk and brief introduction about their teams. (The cheering and pep effect is actually quite good, but doesn't necessarily carry over into the season.) Beginning at 12, we do a variety of basketball skills contests where players pair with fans from a registration drawing. The selected fans were allowed to choose the player they wanted to be paired with, while players could only be picked once for a contest, which got several of them on the floor.

The dunk contest is judged by a panel of fans selected from the registration as well. All students who participate in one of our floor activities receives a prize or gift certificate. We finished with a co-ed non-contact scrimmage with a split of men's and women's varsity players and a split of male and female volunteers. As long as we keep students involved, they stick around.

Midnight Madness is one of the most successful events campus wide, drawing over 600 each of the past three years.

*Gil Swalls, University of Tampa*

We have a very successful Midnight MAACness event here at Rider. We call it MAACness because our conference is the MAAC and our students identify with that pretty well. It's been a huge success in the

8 year's I've been here and is one our students really look forward to. Since we don't have football our students embrace our basketball team and we usually get great crowds at our men's games. We do a lot of on campus promoting and utilize our most popular players to go talk to students in the dining hall or give out t-shirts. Our head coaches also make the rounds through the residence halls/dining hall/greek houses at least twice a season (at the beginning and once the students return from winter break) with pizza and other giveaways. It helps that we're kind of small and our players and coaches are well known on campus.

We do our Midnight MAACness event on the Friday of the first day of practice in October. We open the doors at 10:30pm where students come into the gym, we have a popular DJ playing music and they get all their free food at the different food stations that tie into our them and pick up their free items (t-shirts, rally towels, stadium cups, etc.).

I work with a number of different student organizations on campus (Student Government Association, Student Entertainment Council, Freshmen Emerging Leaders, our student newspaper for publicity, etc.) to pull off a very elaborate day of festivities. Our event at Rider typically goes above and beyond what many schools our size do (as well as what some of the big name schools with larger budgets do) and we get tremendous student, faculty and community support for the event. The Student Entertainment Council typically does some type of pre-MAACness event during the day to get everyone excited for the evening and then we get students lining up around 8pm before the doors open at 11pm. The program includes performances by our dance team, cheerleaders, and pep band, lots of dj music, a couple of contests for the students, our team introductions, comments from our men's and women's team captains, a slam dunk contest with our men's team and a combined three-point shootout with the men's and women's teams. The whole program is only about an hour in length and we usually have about 2000 students that show up (half of our student body). Our coaches have a very minor role in it. The budget for it is about \$22,000 and most of that comes from the student activities fee

It has become one of Rider's biggest traditions on campus and take a lot of time to pull off, but it's a great way to tip-off the season. We also do two 6th Man Appreciation parties for our students. One after the first men's home game of the season and another after their last home game of the season. It's in our pub on campus and is open to all students and free. It's just another way to keep the students engaged and show that we appreciate their support.

Hope this helps!

Karin Torchia, Rider University

TIME	EVENT	AUDIO
09:00	DJ Starts Playing, Raffle tix / Roster sheets given out, Flock Sign-ups/t-shirt	DJ

	distribution	
09:05	PA Welcomes the Crowd and Outlines events for the evening (announce cash prize)	Emcee
09:06	- Student game – scrimmage / races / tug-o-war - Sumo Battle...(UNF drumline)...Couch Potato - SGA Pres Rachel Tutweiler will speak regarding new spirit initiative, seating section, pt system) - Greek Life coordinator Kelly Wood – unveil new spirit trophy	Emcee Drumline Canned
09:25	Performances by the Dance Team / Cheer Team (Fight song on message board, cheers, etc.)	DJ
09:30	Mascot intros – Battle Flag	Emcee
<b>TEAMS IN THE TUNNEL</b>		
09:35	<b>Team Introductions (spotlights, bigger strobes, more fog machine) - DARK</b> <ul style="list-style-type: none"> <li>• Drumline, Cheerleaders and dance team form a tunnel – intro song</li> <li>• Battle Flags lead out the coaches and staff</li> <li>• Coaches introduced first – teams come out one at a time (high five mascot at end of tunnel) <ul style="list-style-type: none"> <li>○ Coach Tappmeyer will speak for 1 min, introduce staff, then introduce her own team, numerical, by year (height, class, position, hometown, number)</li> <li>○ Coach Kilcullen will speak for 1 min, introduce staff, then introduce his own team, numerical, by year (height, class, position, hometown, number)</li> </ul> </li> <li>• Teams will form a straight line along the sideline facing the crowd</li> <li>• Women will line up in front of the home side and the men along the visiting side</li> <li>• After everyone is introduced, Players will run out to the crowd, high fives</li> </ul>	Drumline  Emcee / DJ
9:50	Cheer and Dancers on the sidelines – Players remain on the floor (warm-ups)	Drumline
10:00	3-Point Shooting Contests – 3 shooters per team (including one picked from opposite team)	Emcee
10:15	5 min warmup – FLOCK intro/signup.... 8 min WBB scrimmage (running clock)...Coach on mic Birthday cake to Tom Strother	
10:25	Introduction of Slam Dunk Challenge Judges (Souto (SGA), Wood (Greek), Brown (Alumni), Willy Gonzalez, Hendricks (Housing)	Emcee
10:30	Slam Dunk Challenge	Emcee/ Drumline
10:45	5 min warmup – intro of game promotions, CASH Award to spirited group 10 min MBB scrimmage (running clock)...Coach on mic	
10:55	Grand Prize contest – 2 raffle tix	Drumline
11:00	Closing – Drumline into DJ	Emcee / DJ
	Promote Saturday Oct 13 events: Volleyball vs. Belmont 3pm,	

\* Teams can stretch outside or on the side court, **warm up time will only be available for 5 minutes on the main floor prior to scrimmages.**

## **SWOOP MADNESS GUIDELINES**

### **Team Introductions**

- Teams will line up in the tunnel – Marketing will have staff there to assist, coaches please help to get players in order
- Players are strongly encouraged to have fun and showcase their personalities (e.g. give out high-fives to the students in the crowd, bump chest etc.)
- Team will face the crowd going across

### **3-Point Shooting Challenge -**

- Three players representing WBB and three players representing MBB will compete against each other in a 3-point shooting challenge (1 selected, 1 wildcard chosen from opposite team, 1 fan)
- Each player needs to make as many 3-point shots as possible within :30 time frame
- There will be five spots on the floor to shoot from; each spot has three balls including one \$\$ ball
- Each shot made is worth 1-point and the \$\$ balls are worth 3-points (25 points max. for each player)
- One shooter at a time - men will shoot at the visiting side and women will shoot on the home side
- Other team members can hand ball to shooter during contest

### **Slam Dunk Challenge**

- There will be three players for the dunk competition
- There will be two rounds - each player has as 2 attempts to make a dunk
- Top two scores will advance
- Players can warm up on the side court