



Intercollegiate Athletics  
Hoyt Athletic Complex  
Adams Center  
Missoula, Montana 59812-8496  
Phone: (406) 243-GRIZ (4749)  
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## CATEGORY: TARGETED GROUP PROMOTION

### PROMOTION: "COMMUNITY MEDICAL CENTER NIGHT"

The health care community has become the largest employer to Western Montana. Community Hospital is one of two hospitals in Missoula with hubs in smaller, more remote towns. In order to thank Community Medical Center employees for their continued service to Western Montana and to increase awareness of Lady Griz Basketball to a major community employer with thousands of employees, we distributed these fliers to all hospital employees. The fliers were redeemable for one reserved admission ticket. In addition, discounted reserved tickets were offered to family members so that families could sit together. We always are looking to get members of organizations who may be unfamiliar with The University of Montana interested and excited about Grizzly Athletics. By holding this promotion, we were able to achieve this objective.

Through our PA system at pre-game of the February 19 Lady Griz Basketball game vs. Northern Arizona, we thanked all Community Medical Center employees for attending the game and asked them to stand up and be recognized.

We received 273 of 300 distributed letters at the ticket office, so we estimate it increased our attendance by about 500+ people, including guests who the employees brought to the game who had to purchase a ticket. We not only increased our attendance by inviting a potentially new fan base, but we also increased ticket sales through the discounted family member tickets. This of course adds to the attendance which leads to a better atmosphere for our teams to play in.





The University of  
**Montana**

**Intercollegiate Athletics**  
Hoyt Athletic Complex  
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# Community Hospital Night

*We at The University of Montana cordially invite you at Community Hospital to come to a Basketball game on us! The game will be between The University of Montana Lady Griz and Northern Arizona University, February 19<sup>th</sup> at 7:05 in the Adams Center. You can bring this flier to the Adams Center Ticket Office to receive your ticket any time during regular business hours starting Monday February 14, 2005 up until game time on February 19<sup>th</sup>. We would like to thank you for all you do in our community. Thanks, and we hope to see you there!*

*Sincerely,*

*Christie Anderson  
Marketing Director  
Grizzly Athletics*

*For any questions, please contact:  
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243-2250 or at [james.clav@mso.umt.edu](mailto:james.clav@mso.umt.edu)*

