

HUSKER ~~Midnight~~ Madness

SO BIG, WE HAD TO TAKE IT OUTSIDE

Nebraska **N** Basketball

AN AMERICAN
REVOLUTION

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REVOLUTION

University of Nebraska Athletic Marketing Office
IWACMA Competition

HUSKER ~~Midnight~~ Madness

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Nebraska **N** Basketball

Who: Husker Fans at the Husker Nation Pavilion, our pre-game football tailgate party.

What: Husker Madness was designed to promote the upcoming basketball season by unveiling the 2004-05 Men's & Women's Basketball Teams at a large event. This event took place at the Husker Nation Pavilion before a home football game, which serves as fan central on game day for football. The teams scrimmaged on a court setup on the track during peak attendance time at the Pavilion. Fans could stand right next to the court and watch the action and listen to the coaches as they commented on the upcoming season while the red team took on the white team.

In addition to the scrimmage, a raffle selected a special fan that had a chance to win \$500,000. Season tickets were sold throughout the event as well as memberships to the Men's Basketball kid's club, the Jr. Red Zone.

When: Saturday, October 16, 2005 at 9:00 a.m. This was the first official practice day for NCAA basketball and two hours before kickoff of the Nebraska vs. Baylor football game.

Where: Ed Weir Track Stadium, a high traffic area on football game days and home of the Husker Nation Pavilion. The track is located directly northeast of Memorial Stadium, the football venue.

How: A portable court was setup on the track at the Husker Nation Pavilion. This court was rented by Hart Flooring, Inc. out of Lincoln, NE. The port-a-floor is a unique flooring material which is used for outdoor tennis courts and basketball courts. The flooring was solid red (which stood out like a sore thumb—perfect!) with basketball court lines and a Nebraska N logo painted in white in the middle. Each team was brought onto the court as they ran through a tunnel created by the band that played the school fight song as the team ran onto the court. Members of the student section, The Red Zone were encouraged to cheer on the Huskers at the scrimmage to get started for the season.

The women's team scrimmaged first for 20 minutes followed the men's team who did the same. Both coaches discussed the team and the upcoming season over the PA system while their team scrimmaged and radio personalities who commentate on each sport assisted. The dance team performed between the scrimmages on half of the court while the men's team warmed up. Radio ads produced by Pinnacle Sports started

promoting two weeks prior to the event along with promotion at the Husker Nation Pavilion at the preceding game. A live web cast of Husker Madness was streamed live on Huskers.com the day of the event.

Men's Video of Husker Madness:

http://www.huskers.com/ViewArticle.dbml?SPSID=20&SPID=24&DB_OEM_ID=100&ATCLID=79125

Women's Video of Husker Madness

http://www.huskers.com/ViewArticle.dbml?SPSID=29&SPID=25&DB_OEM_ID=100&ATCLID=79126

For the raffle, each fan walking through the entrances at the Husker Nation Pavilion received a raffle ticket. The winner was announced between the scrimmages and after the men's scrimmage, the winner got a chance to shoot a three-point shot for \$6,500, a half-court shot for \$45,000 or a series shootout (lay-up, free-throw, three pointer and half court shot in 25 seconds) for \$500,000. This promotion was insured by Odds on Promotions.

Results: The event was a huge success! The fans enjoyed seeing both teams scrimmaging and we've never seen so many fans engaged in one activity at the Pavilion. The stands were packed at the Pavilion and we estimated 5,000 people in and out of the Pavilion during this time. Ticket sales were also impressive. Husker Madness gave fans an opportunity to see the teams before the season started and created buzz about the upcoming season.

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HUSKER ~~Midnight~~ Madness

SO BIG, WE HAD TO TAKE IT OUTSIDE

Nebraska **N** Basketball

LOGO CREATED FOR THE EVENT

2004-05
MEN'S BASKETBALL

#	Name	Pos.	Height	Weight	Year
1	Jason Dourisseau	G	6-5	195	Jr.
2	Joe McCray	G	6-5	210	Fr.
3	Charles Richardson Jr.	G	5-9	155	So.
4	Marcus Perry	G	6-2	180	Jr.
5	Shaun Stegall	F	6-6	225	So.
10	Marcus Neal Jr.	G	6-0	180	Sr.
11	Wes Wilkinson	F	6-9	215	Jr.
12	Jake Muhleisen	G	6-4	200	Sr.
15	Bronsen Schliep	F	6-7	215	Jr.
21	Corey Simms	G	6-5	205	Sr.
25	Paul Velander	G	6-2	175	Fr.
31	Aleks Maric	C	6-11	265	Fr.
34	Jim Ledsome	F	6-9	210	Fr.
44	John Turek	F	6-9	245	Sr.
45	Tony Wilbrand	C	6-10	250	Jr.

Head Coach: Barry Collier
Asst. Coaches: Reggie Rankin, Doug Novsek, Scott Spinelli

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Nebraska **N** Basketball

FOR TICKETS CALL
1-800-8BIGRED
OR LOG ON TO
HUSKERS.COM

2004-05
WOMEN'S BASKETBALL

#	Name	Pos.	Height	Year
4	Jelena Spiric	F	6-0	Jr.
5	LaToya Howell	G	5-5	Jr.
11	Bojana Samardziska	C	6-4	Jr.
14	Sarah White	F	6-0	Fr.
15	Elena Diaz	F	6-1	Jr.
20	Jina Johansen	G	5-7	Sr.
21	Kiera Hardy	G	5-6	So.
22	Heather Kephart	G	5-8	So.
30	Ivana Drmanac	F	6-2	Jr.
33	Jessica Gerhart	F	6-2	So.
45	Chelsea Aubry	F	6-2	So.
52	Danielle Page	F	6-2	Fr.

Head Coach: Connie Yori
Asst. Coaches: Cindy Fisher, LaKale Malone, Angela Timmons

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Nebraska **N** Basketball

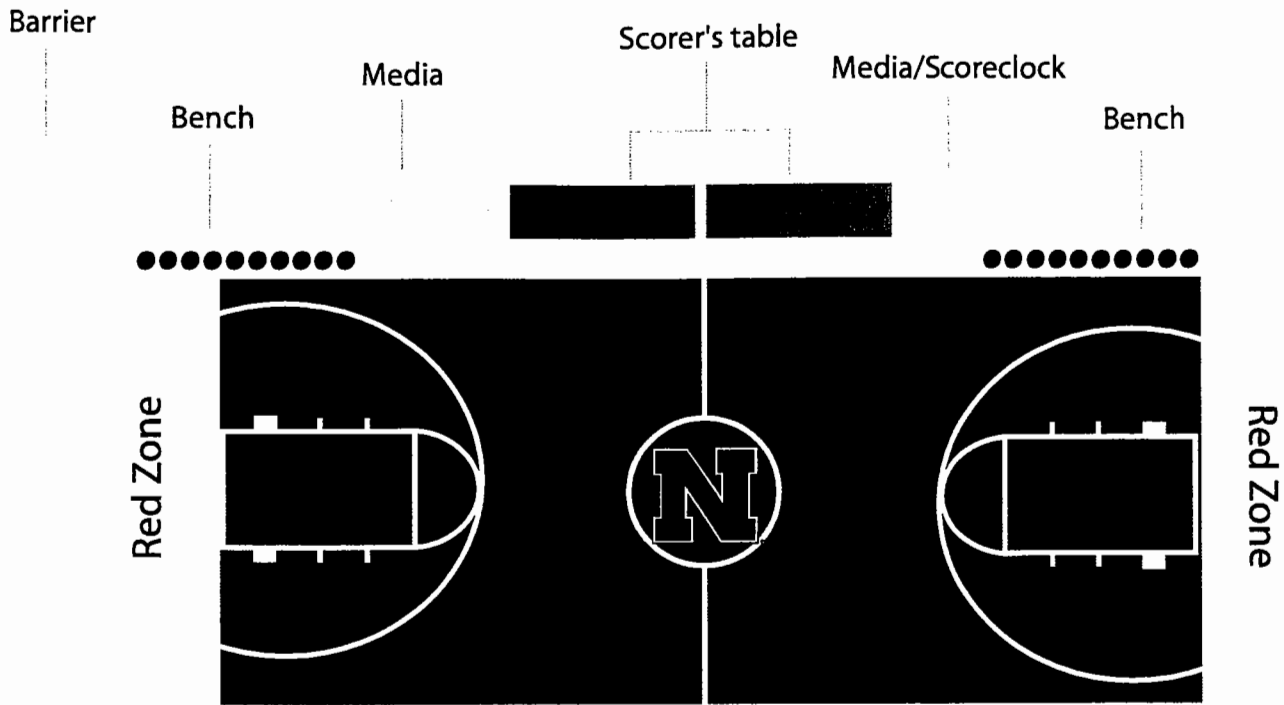
FOR TICKETS CALL
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ROSTER CARDS HANDED OUT AT THE ENTRANCE OF THE PAVILION (ACTUAL SIZE: 4.25" x 5.5")

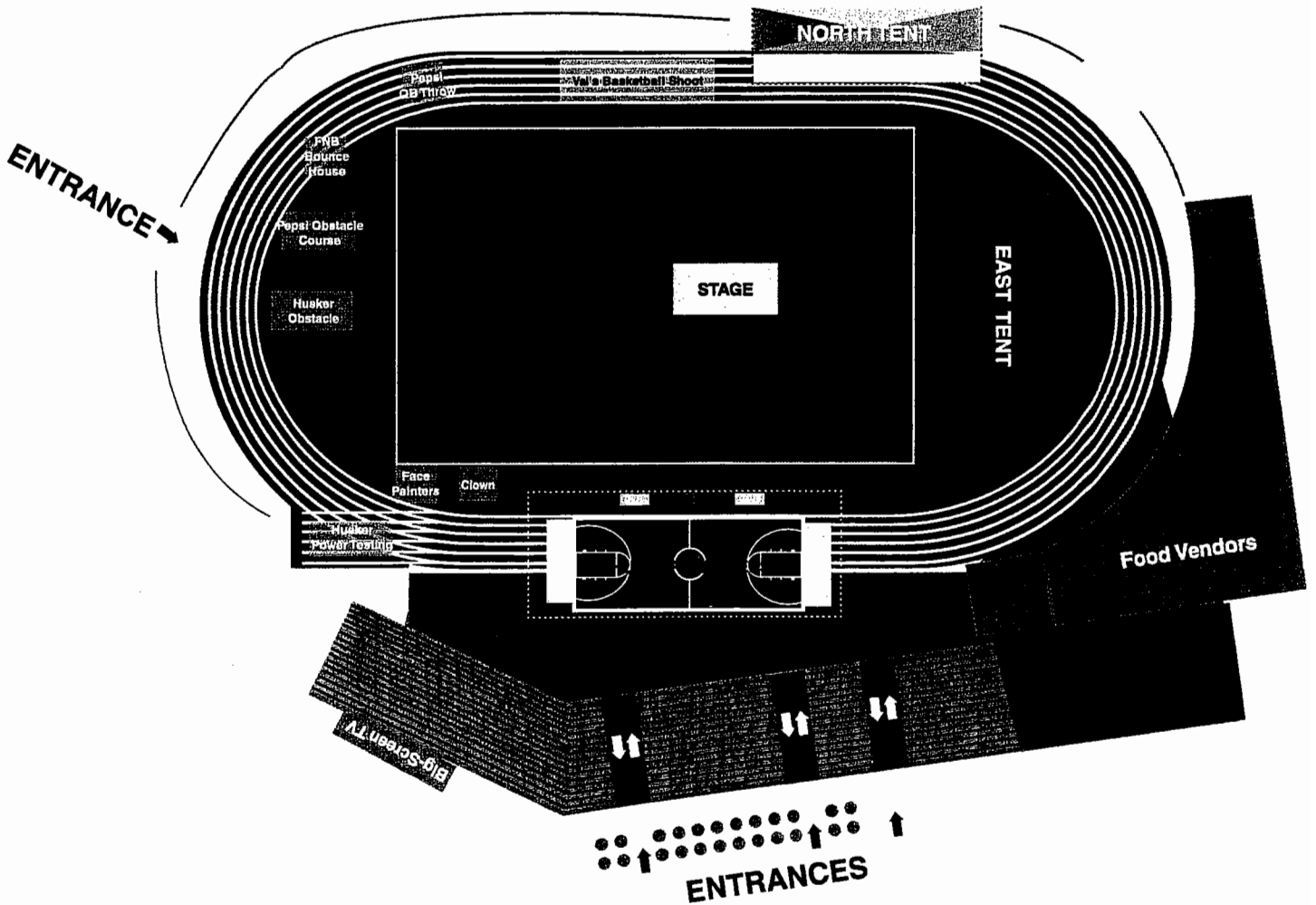


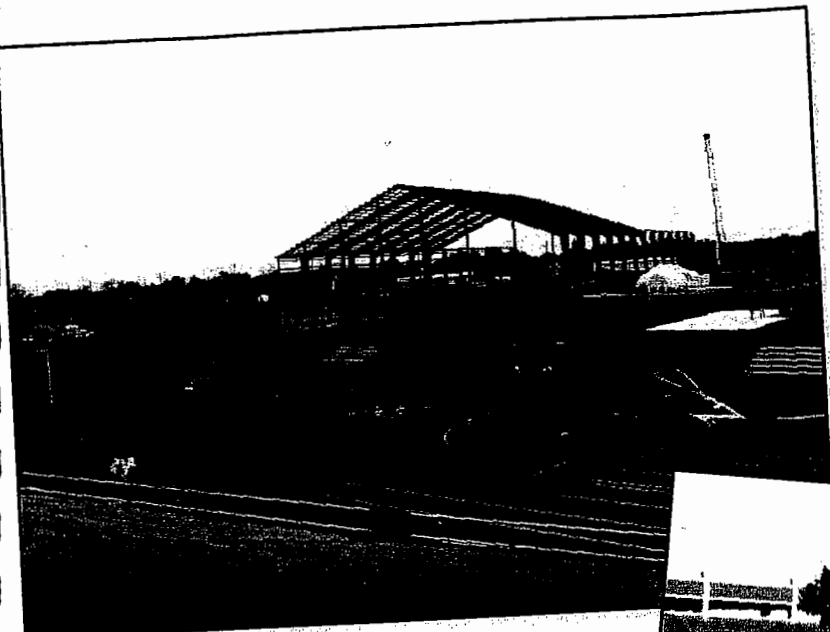
WEB BANNER ON HUSKERS.COM





SETUP DIAGRAM FOR HUSKER MADNESS COURT





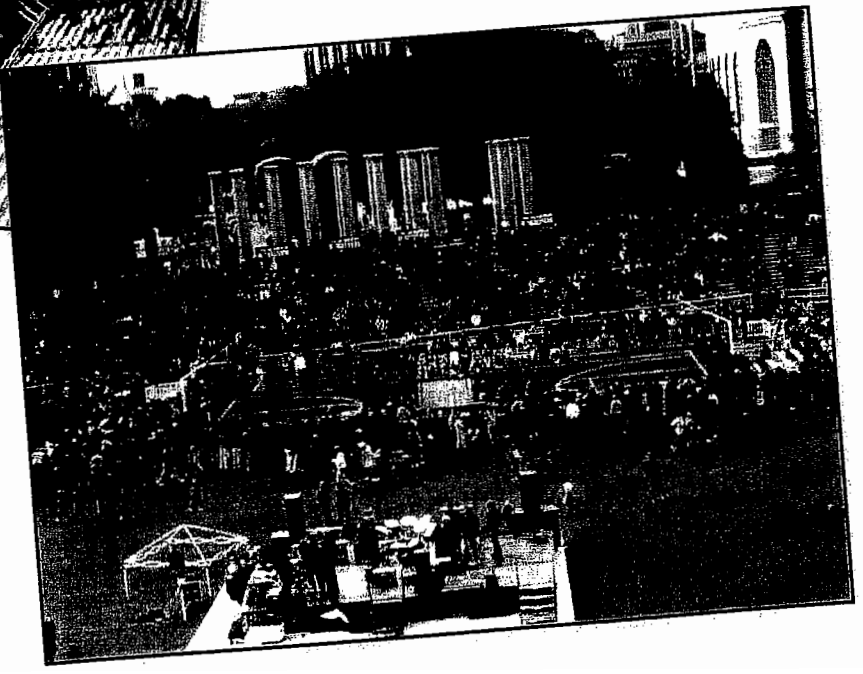
COURT SET UP ON THE FRIDAY BEFORE THE EVENT.

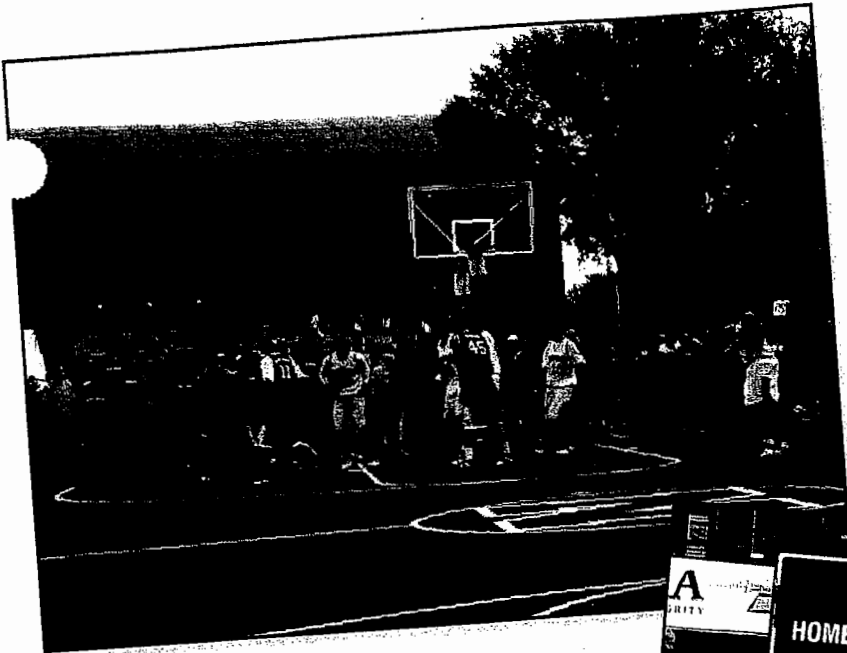
JOHN ANDERSON AND JASON RATHE, THE MINDS BEHIND THE EXECUTION.



HUSKER MADNESS BEGINS.

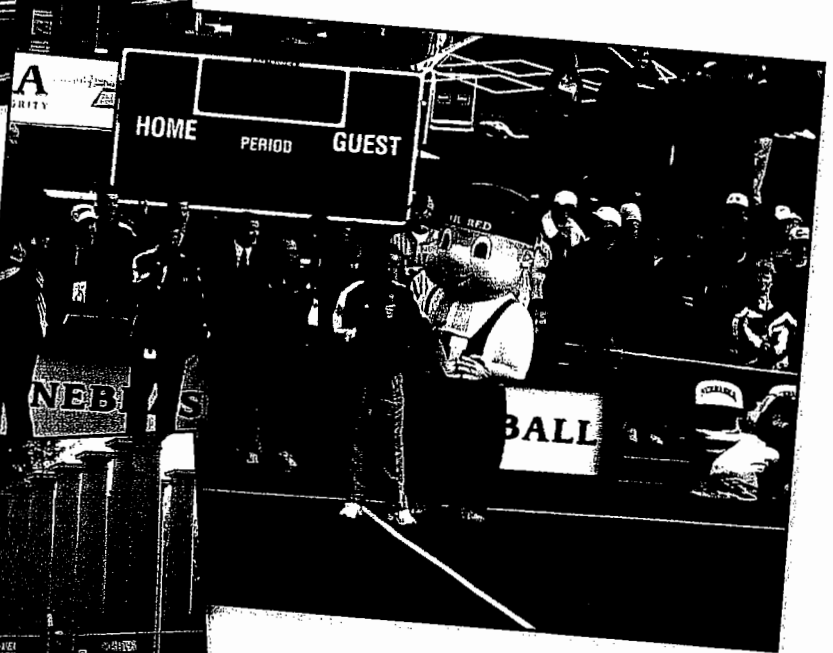
ONE OF THE LARGEST CROWDS EVER AT THE HUSKER NATION PAVILION.





THE 2004-05 HUSKER MEN'S BASKETBALL TEAM SCRIMMAGES, RED VS. WHITE.

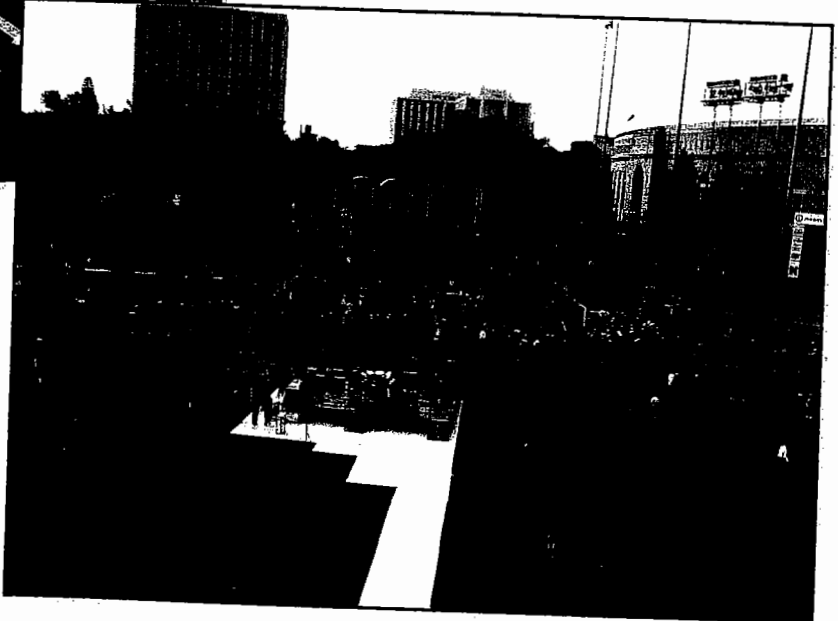
MEN'S HEAD COACH BARRY COLLIER AND LIL' RED ADDRESS THE CROWD BEFORE THE SCRIMMAGE.



THE STANDS ARE PACKED!



VIEW FROM A LIFT NORTH OF HUSKER MADNESS.





Softball: Nebraska 2, Houston 6 - Huskers Drop Second Straight to Houston

Huskers Tip-Off Practice with Madness

Courtesy: NU Sports Information Release: 10/16/2004

HUSKERSINSIDE

INSIDE LIVE EVENTS FREE

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Article Videos



750

WBB Husker Madness



Courtesy: Scott Bruhn/NU SID Office
The Nebraska men's and women's basketball teams opened the season with "Husker Madness" outdoors at the Husker Nation Pavilion.

Lincoln - The Nebraska women's basketball team tipped off its 2004-05 season by appearing at "Husker Madness" at the Husker Nation Pavilion on Saturday morning.

Coach Connie Yori, who enters her third season at the helm of the Husker program, led her team onto the practice court at the Bob Devaney Sports Center for

the first time on Saturday morning at 7:30 a.m. After practicing for about two hours at the Devaney Center, the Huskers traveled south to the Ed Weir Track & Field Stadium where a custom-designed outdoor court was in place at the heart of the Husker Nation Pavilion.

The Pavilion, which is home to Nebraska football's fan-fest on game days, attracted a crowd of nearly 6,000 fans to watch the men's and women's basketball teams scrimmage for the first time this season preceding Nebraska's football game with Baylor set to kickoff at 1:05 p.m.

The women opened the event at 10:35 a.m. and scrimmaged for approximately 10 minutes with the Red team running past the White squad. Newcomer Elena Diaz led the Red team in the brief scrimmage. The junior forward from Medellin, Colombia, scored seven points in a 17-5 victory. Another newcomer, junior LaToya Howell, added five points, while sophomore Heather Kephart added four points.

Following the women's scrimmage, the Nebraska men's basketball team opened the season with a 15-minute scrimmage. The White team rolled to a 31-20 victory. At the conclusion of the festivities, a fan was selected for a chance to win several prizes, including a chance at \$500,000. No prize was awarded.

Live video of the event was available for free on Huskers.com.

Game Replay - NU vs I

The Huskers fall to USC, 5-4

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SCHEDULES & RESULTS

ALL EVENTS HOME AWAY

- Mar 9 WBB at No. 3 Kan: Big 12 Tourn
- Mar 8 WBB at Oklahoma Big 12 Tourn
- Mar 2 WBB at Colorado
- Feb 26 WBB vs Missouri
- Feb 23 WBB vs Kansas St
- Feb 20 WBB at Kansas
- Feb 16 WBB at Texas A&I
- Feb 12 WBB vs Iowa State
- Feb 9 WBB at Texas

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Lil' Red Zone

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M BASKETBALL

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Women's Tennis: Nebraska 7, Drake 0 - No. 38 Nebraska Dominates Drake

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Huskers' Season Starts with 'Madness'

Courtesy: NU Sports Information Release: 10/16/2004

Article Videos



MBB Husker Madness



Courtesy: Scott Bruhn/NU SID Office
The Nebraska men's and women's basketball teams opened the season with "Husker Madness" outdoors at the Husker Nation Pavilion.

Lincoln - The Nebraska men's basketball team tipped off its 2004-05 season by appearing at "Husker Madness" at the Husker Nation Pavilion on Saturday morning.

The scrimmage at the Pavilion, which is home to Nebraska football's fan-fest on game days, attracted a crowd of nearly 6,000 fans to watch the men's and

women's basketball teams play for the first time this season preceding Nebraska's football game with Baylor set to kickoff at 1:05 p.m.

The women opened the event at 10:35 a.m. and scrimmaged for approximately 10 minutes with the Red team running past the White squad. The men followed with a 15-minute running clock scrimmage, won by the White team, 31-20. John Turek paced the White with nine points, while Wes Wilkinson led the Red with seven.

At the conclusion of the festivities, Lou Felici was selected for a chance to win several prizes, including a chance at \$500,000. No prize was awarded, but Felici, J.J. Pritchett, Jody Ritzdorf and Jenny Baxter each won a pair of tickets to the Nebraska/Kansas basketball game on Feb. 5. Live video of the event was available for free on Huskers.com.

BACK

HUSKERSNSIDE

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SCHEDULES & RESULTS

ALL EVENTS | HOME | AWAY

Mar 10 MBB Missouri - B Tournament

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Construction Update
Husker Nation Championship Drive Progress

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Softball: Nebraska 2, Cal-State Northridge 7 - Matadors Snap Huskers' Winning Streak at Seven

Husker Madness Set for Saturday at Husker Nation Pavilion

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Courtesy: NU Sports Information Release: 10/15/2004

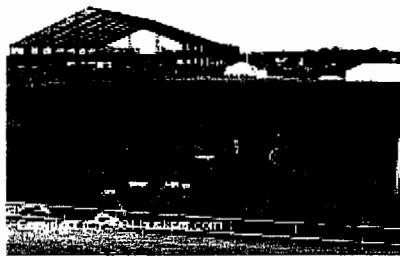
▶ HNP map for Husker Madness

▶ Watch Live Video of Husker Madness Saturday at 10:30 a.m.

Article Videos



Press Conference (Barry Collier) - Oct 12



Courtesy: Scott Bruhn/NU SID Office
Husker Madness will be free to the public on Huskers.com Saturday. The process to lay out the court began Thursday.

Lincoln -- In what will be one of the most unique events of the college basketball season, the Nebraska men's and women's basketball teams will tip off the 2004-05 campaign at Husker Madness, an event that will be held outside at the Husker Nation Pavilion this Saturday, Oct. 16, before the Nebraska-Baylor football game.

Among the events planned for Saturday – which is the first day of practice for both Husker squads – are a scrimmage by both the men's and women's teams on a special outdoor court that will be placed on the Ed Weir Track. The scrimmages will be shown live on Huskers.com and is free to the public.

One fan will also have the chance to shoot to win up to \$500,000. The first 5,000 entrants Saturday will be eligible to have the chance to take one three-point shot for \$7,500, one half-court shot for \$37,500 or a series shootout (a made lay-up, free throw, three-pointer and half-court shot in 25 seconds) for \$500,000.

"This will be a unique setting for our fans to get their first look at the teams as we enter an exciting time for the Nebraska basketball programs," said NU Executive Associate A.D. Marc Boehm.

The excitement begins at 10:30 a.m. when the football team arrives at Memorial Stadium for The Walk, one of the newest traditions in Husker football. Immediately following The Walk, Husker fans should plan to take a seat at the Ed Weir Track grandstand for the start of the basketball program.

Coach Connie Yori, who enters her third season with the Husker women's team, will get the event started. Yori and her squad,

Game Replay - NU vs I

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Lil' Red Zone

which includes five returning letterwinners from last year's 18-12 squad and seven newcomers, will be introduced to the Big Red faithful before scrimmaging for approximately 10 minutes.

Following the end of the women's scrimmage, Coach Barry Collier and the Husker men will be introduced to the public for the first time this season. The Husker men return 10 letterwinners from their 18-13 campaign last season and adds five talented newcomers. The Huskers will then hold a 15-minute scrimmage for the fans.

After the men's scrimmage, Coach Collier will draw the name of the person who will have a chance at winning the \$500,000 prize.

The outdoor court – a Swiss Flex Court – the Huskers will be playing on Saturday is being brought in from Illinois. It is a full-size court that will fit on the East side of the track with bleacher seating for the Red Zone student section placed on each base line. The court and goals will be installed on Thursday, Oct. 14.

Husker fans will also have a chance to purchase season tickets at the Husker Nation Pavilion on Saturday. Great tickets are still available for as low as \$99 for all 18 home games.

Husker Madness

Saturday, Oct. 16, 2004 -- Husker Nation Pavilion

10:30 a.m. Football team arrives for The Walk

10:35 a.m. Women's basketball team introduced and starts scrimmage

11 a.m. Men's basketball team introduced and starts scrimmage

11:20 a.m. Coach Collier draws for a winner to attempt \$500,000 shot



HNP map for Husker Madness

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Husker Nation Championship Drive Progress

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