



*Panther Sports Marketing*

### Single-Day Attendance Promotion

#### Single-day attendance promotion: *'Christmas with the Panthers'*

**Event:** UNI Men's Basketball Game

**When:** December 23, 2004

**Why:** To increase fan attendance by creating community excitement and an in-game atmosphere for a UNI Men's basketball game that became a difficult game date and a viewed as a low perceived opponent. Furthermore, to give back to the supporting fans that attends UNI basketball games.

**Gift Value and give-a-ways:** \$1,500 in gift donations, candy canes

**How:** Collected area gift donations from local businesses to give to the fans in attendance as Christmas gifts and also created in-game activities and promotions that promoted fan excitement and involvement.

**Game atmosphere:** The Christmas atmosphere was made apparent to fans as soon as they entered the stadium where they were greeted with Christmas greetings from Santa Clause who was also handing out candy canes from Santa's gift bag. Christmas music was also played in pre-game warm-ups periodically. UNI's mascot 'TC' was dressed with a Santa hat and given small gifts that were randomly handed out to fans during the game. Cheerleaders threw-out gift certificates wrapped in t-shirts into the stands from area businesses. The PA announcer mentioned the presence of the gift certificates in the t-shirts periodically throughout the game making fans more anxious to receive a shirt.

**Main Promotion:** A half-time contest to give away four of the largest donated gifts each valued at \$250 consisted of four fans (two male, two female) who were randomly selected. The promotion for the women was a free-throw contest and the promotion contest for the men was a dizzy bat race. The women's free-throw contest was a 30-second contest to see who could make the most shots. The men's contest consisted of spinning on a baseball bat six times at center court and then racing against one another to dribble a ball and be the first to make any sort of shot. The winners got to choose their prizes and the losses were given the subsequent prize.

**Promotional material:** (See attachment) A link was created on UNI's sports homepage that explained the upcoming promotion and asked fans to come sporting Santa hats.

**Ticket Promotions:** (See attachment) Children 18-years and younger free, Buy one get get on free coupons for adults

[www.unipanthers.com](http://www.unipanthers.com)

**FREE TICKETS - Come One, Come All for Christmas with the Panthers**

**Kids under 18 admitted free at the gate, and Buy 1 Get 1 Free Tickets available**

**Dec. 15, 2004**

**Cedar Falls, Iowa** - The University of Northern Iowa athletic department will host a Christmas party for Panther fans on Thursday, Dec. 23 during the UNI men's basketball game. UNI will face the University of Longwood Lancers at 7:05 p.m. in the UNI-Dome. **Santa Claus** is scheduled to be on hand to oversee the celebration.

Guests are encouraged to arrive early and show their holiday spirit by wearing Santa hats, elf costumes and similar holiday apparel. The fan showing the most holiday spirit will be given a special gift. Gift certificates from Cedar Valley restaurants, retail stores and services will be given out to fans throughout the contest. Santa Claus and UNI mascot, TC, will hand out gifts to lucky fans.

**SPECIAL TICKET OFFER:**Children 18-years of age and younger will receive a free ticket at the UNI-Dome ticket offices before and during the games on Dec. 21 and 23. **There are also BUY ONE, GET ONE FREE TICKET COUPONS available at Panther Promotions on [www.unipanthers.com](http://www.unipanthers.com).**



Ben Jacobsen will try to help guide the Panthers to a holiday victory.