



“Deery Motor Co. Halftime Shootout” Activation Program with a Sponsor

Promotion: A new halftime promotion that allows two random fans a chance to win cars. Each contestant is given 25 seconds to try and make 4 shots, including the car winning half-court shot.

How: In an attempt to pump up the crowd and bring excitement to the fans, the Marketing and Promotions Department decided upon a new halftime promotion. This promotion gives a lucky contestant a chance to make a lay-up, free-throw, three-pointer, and half-court shot. They can shoot as many shots as they want on the first three positions till they make them, and then they have one chance at making the half-court shot. The contestant must make all these shots in 25 seconds, while rebounding their own shots.

Details: In order to put this concept into action, we needed a sponsor for this promotion. We contacted Deery Motor Co, who is a local car dealership. Deery Motor Co. agreed to participate in this promotional idea, and donated a car as the prize. If the contestant made the lay-up, they would receive a free UNI t-shirt. The contestant received \$25 dollars for the free-throw, and another \$25 dollars for making the three-pointer. If the contestants were able to make the half-court shot, they would win a free car from Deery Motor Co. Deery Motor Co. and UNI decided to do the promotion at 3 games and have two contestants at each game, a UNI student and a general public fan. We randomly chose the contestants through our ticketing system.

Deery Motor Co. Sponsored:

- *Free t-shirt for made lay-up
- *\$25 dollars for each shot made
- ***Free car** for made half-court shot
- *1500 Deery Motor Co. t-shirts were also dispersed to the fans



Panther Sports Marketing

Results:

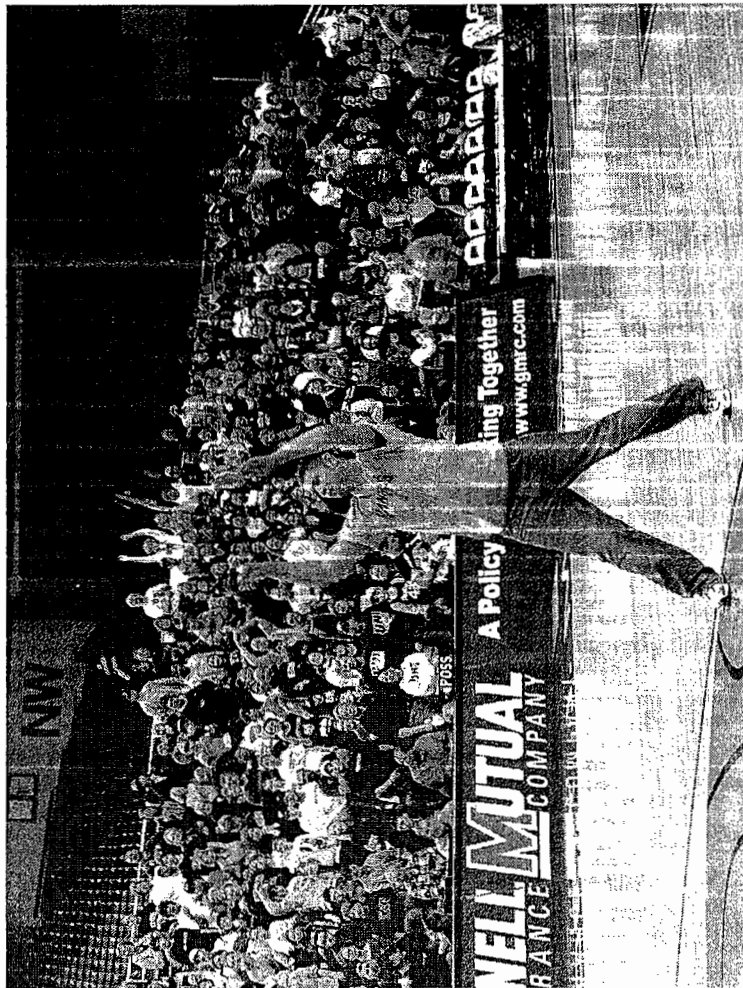
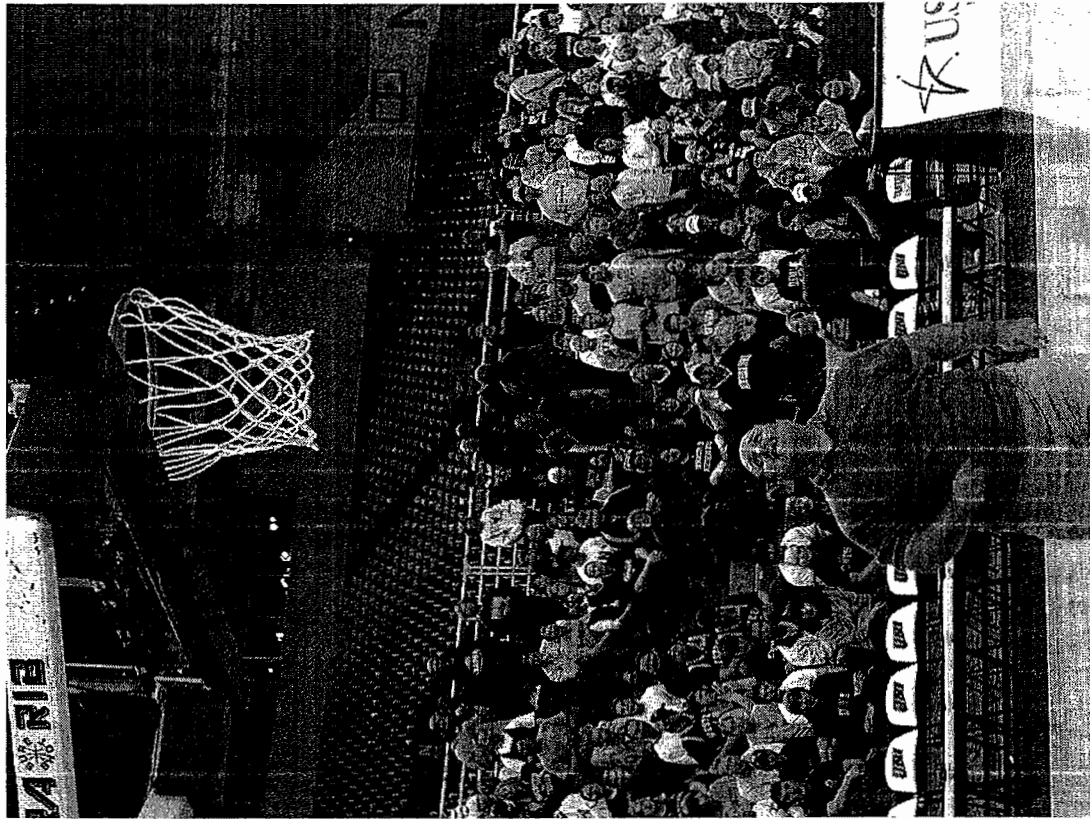
Deery Motor Co. was able to get a great deal of exposure by distributing close to 1500 t-shirts with their name on it. They were also able to bring in 4 new cars to display to UNI fans during each game. Deery Motor Co. invested approximately \$6000 in shirts, as well as \$125 for made shots. The grand prize for the crowd and Deery Motor Co. was during the last game, when one lucky fan made all of his shots including the **car winning** half-court shot. The crowd went absolutely crazy, and gave the winner a long standing ovation. While having to provide the free car to the winner, Deery Motor Co. also gained ten times more exposure, because they were associated with this winning contest and will be mentioned in a large number of radio and newspaper articles.

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Deery Halftime Shootout Winner

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