



Panther Sports Marketing

VALENTINES DAY ONLINE PROMOTION NOMINATION

Promotion:

Two couples were selected by an online entry process to participate in a 30 second shooting contest to win a \$200 prize package.

Prize– One night stay in the luxurious Junior Executive Suite at the Black Hawk Hotel. A \$50 gift certificate to the enchanting Brown Bottle/Montage Restaurants.

Marketing

- Game Day program inserts for 4 games (4000)
- Flyers sent to dorm mail boxes (2100)
- Online ads on website
- Radio spots and newspaper ads

Promotion period for online entry was 2 weeks from February 1st to February 11th. The shooting contest was at half-time of the UNI women's basketball game on February 12th.

Official Rules of the promotion:

1. **HOW TO ENTER:** Contestants emailed us their top three reasons why they loved the Panthers. All couples were eligible regardless of age or relationship status. Responses had to be received by noon on February 11th.
2. **SELECTION PROCESS:** A Sports Marketing Intern reviewed all entries after the noon deadline to prevent biasness. The top two entries were selected based upon their creativity and support of panther athletics. The two selected couples were announced at the beginning of the women's game to explain the contest details. In the event that a couple did not show up to the game, we would have selected the next best entry to fill the spot.
3. **CONTEST DETAILS:** The couples were led to the East and West baskets. Promotion team set 4 large hearts on each side of the court, one for lay-up, one for free-throw, one for mid-range shot and one for three point shot. Each heart had a corresponding point total, lay-up –1 point, free-throw and mid-range shot– 2 points and three point shot-3 points. Shots must be alternated between man-woman for the entire 30 second contest. Couple with the highest total of points at end of the contest wins the \$200 prize package. In the event of a tie each couple would select one person to shoot free throws until one couple missed.
4. **PRIZES AND APPROXIMATE RETAIL VALUE:** One night stay in the Junior Executive Suite at the Black Hawk Hotel approximate value \$150, gift certificate to Brown Bottle/ Montage Restaurants valued at \$50. Total prize package worth approximately \$200.





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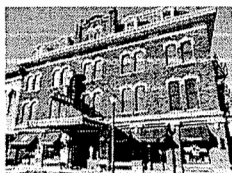
PURPLE VALENTINE



Women's Basketball

Saturday Feb. 12th
@7:05p.m. in West Gym

Vs.



Black Hawk Hotel



Enter to win a Valentine's Day prize package worth \$200.00

One night stay at the Black Hawk Hotel

Gift certificate to either Cedar Falls Brown Bottle or Montage

As well as other prizes from Cedar Falls businesses

Visit: www.unipanthers.com for details

Email us the top 3 reasons why you as a couple love the Panthers.

Include name, age, email address and phone number.

Two couples with the best reasons will be chosen prior to the game to participate in the shooting contest at half-time of the UNI women's basketball game for a chance to win the \$200.00 prize Valentine gift package.

Sponsored by Cedar Falls Brown Bottle/Montage and Black Hawk Hotel along with other Cedar Falls businesses.

Deadline for entry: Friday February 11 by noon

Email: sportsmarketing@uni.edu

Questions? Call
Matt & Cory
@ 273-6944





UNI's Purple Heart Valentine's Day Contest

Show how much you and your significant other love the UNI Panthers.

- Create a top 3 list of reasons you are bleeding Panther purple and gold,
- e-mail that list to sportsmarketing@uni.edu

PRIZE:

Winners will enjoy a night out on the Panthers and UNI athletic business sponsors: the Cedar Falls Brown Bottle, Montage, and the Black Hawk Hotel.

This will be a fun and exciting way to both show your Panther spirit and win a Valentine present you and your significant other will be sure to enjoy.

Example of Entries:

Top three reasons you bleed purple and gold

- 1)
 - Your slogan of "Students First" isn't just words. UNI lives out that philosophy in so many arenas-academics, athletics, recreational activities, etc.
 - West Gym is the best venue for watching Division I athletics. It oozes history and tradition, while allowing our fans to feel a part of the action.
 - Tony D. His players are much more than just athletes to him. He treats them with the great respect that is due to young adults giving their all for UNI.
- 2)
 - Twice, when I had a big day coming up (Nationals and Homecoming week), Justin surprised me with a yellow rose and a Panther T-shirt (how sweet)!
 - We schedule our dates around the Panthers! (Like the time we went to two different sport bars to make sure we got the best seat for the game on T.V.)
 - We have enough UNI apparel between us to outfit both basketball teams!

