

## BEST HALFTIME PROMOTION



### **Concept:**

The Kansas State Athletic Department developed a halftime promotion during both the Men's and Women's Basketball games. The name of the game was called Little Cat Slam Jam.

### **Contest Details:**

- Before the game, an ICAT board member (student support group) randomly selected five participants for the halftime contest.
- We looked for kids between the ages of 5-10.
- Just before halftime, one of the parents brought the kids down onto the court to meet a promotions representative.
- The kids got to practice before going out onto the floor.
- For this promotion, we used a Lil' Tykes basketball goal and ball.
- We set the height according to the size of the kids.
- We announce the kids name and they step out to mid court and then go and dunk the ball.
- During the promotion, we play the theme song off of the Space Jam soundtrack.
- At the conclusion of the contest, we let the audience decide who wins by the amount of applause that each contestant gets. If it is close, our cheerleaders pick a winner.
- The winning contestant wins 2 gift certificates to various local businesses.
- Each contestant does get a "prize" for participating. We gave out little face tattoos and plastic key chains.

This could be a great promotion to get sponsored by a local toy company or other companies that target a younger generation. Since this was the first year for the promotion, we are currently searching for a local sponsor for next basketball season.

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Women's Basketball  
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Men's Golf  
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Women's Rowing  
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Track  
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Volleyball  
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## THE HANGAR RUBBER CHICKEN LAUNCH

- Who:** Target Students
- What:** Need 2 teams of 2, 2 Laundry Baskets, 2 Slingshots, and 16 Rubber Chickens
- When:** Ran promotion at Midnight Madness, Halftime of Basketball games, and intermission at Ice Hockey games
- Where:** Midnight Madness, Basketball, and Ice Hockey
- How:** On one end of the court or ice have 2 staff members holding a sling shot for each team (4 staff members total). On the other end of the court or ice have the other team members with a laundry basket waiting to catch their teammates chickens. The teams then take turns launching and catching their chickens. The team that catches the most chickens in their basket wins \$50 to a local wing restaurant.
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## University of Wyoming Barrel Racing

- Who:** Students (if possible) from your institution and the visiting institution
- What:** You will need a 2 kids horses on a stick, bandana, cowboy hat and barrels (we used garbage cans!) and Country music
- When:** halftime
- Where:** We used the promotion at basketball but it could be used anywhere!
- How:** Chose equal teams from your institution and from the visiting institution. Each contestant has put on the Cowboy hats, bandanas and then gallop (or run) with the horse between their legs and go around the barrels and then hand the horse and hats and bandana off to the next person. The team that finishes first wins the prize. During the contest, there is Country music playing and hopefully the fans will clap to the music and cheer their team on!!
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