



"BASKETBALL TEAM CALENDER" SINGLE DAY ATTENDANCE PROMOTION

Who: All Notre Dame basketball fans

What: 2005 basketball team calendar

When: Wednesday, December 22, 2004

Where: Joyce Center Arena

How: The University of Notre Dame needed to think of a creative promotional item to attract the community in order to sell tickets to this basketball break game. A 2005 wall calendar turned out to be that perfect item for fans of all ages. Since there are 13 current players some of the players were doubled up for a month and the coaching staff action photos were placed for the month of March but overall most of the players actions photos each represented a certain month. The date for this giveaway was chosen since it was close to the start of the New Year but it was also the last game before Christmas and this could be a prefect gift for the last minute shoppers. The 2005 wall calendar was hit among fans of all ages and some even commented on how nice of a quality the calendar was.

Contact: Monica Cundiff
Director of Promotions and Events
574-631-6195
Cundiff.4@nd.edu

Nicole Jones
Sports Promotions Assistant
574-631-3264
Jones.235@nd.edu