



## Autographed Mini-Ball Promotion

- Who:** Everyone
- What:** Plastic mini-basketballs, prize, and autographs from everyone on the team
- When:** Post-game
- Where:** Men's and Women's Basketball
- How:** We had a sponsor donate a \$50 gift certificate to their store for every men and women's basketball game and wanted us to find a creative way to give them out. We decided to use plastic mini basketballs. For each game, we had every player on the team and the coaches sign an individual ball. We then divided them up for every game. We used announcements and slides on our video board to remind fans to stick around after the game to catch the mini-ball signed by their favorite player or coach. The fan that caught the ball signed by our head coach would win the \$50 gift certificate. Not only did we give away a \$50 gift certificate for each game, but we threw out between 12-15 mini basketballs per game signed by players. As the fans caught on to the promotion they would follow the head coach on the floor to try to catch their ball. The sponsor we used was Tidewater Sports & Collectibles, so it was very fitting since they sell our merchandise.
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