



2002-03 PEPPERDINE UNIVERSITY

Men's Basketball Media Time-Out

Johnnie's Pizzeria & Café Delivery Time-out

Who: All Pepperdine fans will be targeted
What: Necessary items include one pizza from Johnnie's Pizzeria, King Neptune and two gift certificates from Johnnies Pizzeria.
When: The promotion will be conducted at a media time-out during the second half
Where: The promotion will be executed at all men's basketball games
How: A random seat location will be selected by the public address announcer. Following the announcement of the seat location, King Neptune will have 30 seconds to make a lay-up and successfully deliver the pizza to the announced seat location. If King Neptune is unsuccessful, the two fans sitting next to the seat location win a certificate for a free pizza compliments of Johnnie's Pizzeria & Café.

Kentucky Fried Chicken Dress Like a Wave

Who: Children ages 3-7
What: Necessary items include two basketballs, two Wave jerseys, two Wave shorts, two pairs of shoes and two contestants
When: The promotion will be conducted during a media time-out in the first half
Where: The promotion will be executed at all men's and women's basketball games
How: Two children approximately three to seven years in age will be randomly selected to participate. The two contestants will line-up on the baseline and run to half-court where they will dress in a Wave jersey and shorts, then tennis shoes. Then, the contestants will pick-up the basketball and dribble the remaining length of the court and make a basket. Both contestants will receive complimentary value meals from Kentucky Fried Chicken.

McDonalds Shot for Tuition

Who: Pepperdine University students will be targeted
What: Necessary items include one basketball, video camera and one contestant
When: The promotion will be conducted during a media time-out in the second half
Where: The promotion will be executed at all men's basketball and select women's basketball games
How: Before the game, students will be selected from a random drawing that will be held at a promotional table in the Fieldhouse lobby. The winner will be announced during a time-out in the second half and asked to meet a marketing representative prior to the designated promotion. The contestant will be asked to shoot the following shots in this order: lay-up, free-throw, 3-pointer, half-court shot, three-quarter shot.

Lay-up
Free-Throw
3 Pointer
½ Court
¾ Court

Free Value Meal
Free Value Meal for you & 5 of your friends
Free Ice Cream cone each week for one year (52 weeks)
Free Value Meal each week for one year (52 weeks)
Free Tuition at Pepperdine (one semester)

The ¾ court shot must be video taped for insurance purposes by Odds On Promotions. Contestants have the opportunity to win all five prizes.

D'Amores Pizza Pogo Challenge

Who: Members of Riptide will be targeted to participate in the D'Amores Pizza Pogo Challenge
What: Necessary items include tow pogo balls, pizza boxes and two contestants
When: The event will be conducted during a media time-out in the first half
Where: The promotion will be executed at all men's basketball games
How: Before the game, two contestants will be selected at random and instructed to meet a sports marketing representative before the media time-out. The marketing staff will set up two rows of pizza boxes at the foul line, mid-court and opposite foul line. Participants were instructed to weave in and out as they bounce on the pogo ball down the court. The arena will be divided into halves, with each contestant representing his/her side of the arena. The winner of the D'Amores Pogo Challenge will receive a large pizza with the consolation prize receiving an order of bread sticks. The winning half of the arena will receive promotion items distributed by the cheerleaders.

Malibu Yogurt Trivia Contest

Who: All fans will be targeted
What: Necessary items include one contestant, microphone, trivia question and three multiple-choice answers and one Malibu Yogurt gift certificate
When: The promotion will be conducted during media time-outs
Where: Media time-outs at women's basketball games and select men's basketball games
How: One contestant will be selected by a marketing representative to answer a trivia contest during a time-out. The public address announcer will ask the question and give three multiple-choice answers (A, B, or C). If the contestant gives the correct answer, he/she wins a gift certificate to Malibu Yogurt.

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