



UNIVERSITY OF PORTLAND

DEPARTMENT OF ATHLETICS

SATURDAY NIGHT FEVER!

MEN'S BASKETBALL VS. ST. MARY'S

SATURDAY, FEBRUARY 5TH, 2005

TIP-OFF AT 7:00PM

Purpose

- ◆ Create a fun and memorable theme night for all fans.
- ◆ Bring back alumni to campus and reconnect with them through a unique experience.

Promotion for the Event

- ◆ Direct mail – photo of player in retro garb
- ◆ Email: Alumni E-News, Pilot E-News, Pilot Line-UP, Coach Holton or a player email
- ◆ Talk to Purple Pride and Villa Drum Squad
- ◆ Contact RA's, Hall Directors, ASUP, Student Activities, RHA
- ◆ Flyers around campus
- ◆ Hand out flyers after Feb. 3 game
- ◆ Tie-Dye Party at Thursday's game (Feb.3) for students
 - Athletics provided the buckets of dye, rubberbands, etc. Students brought own t-shirts.
- ◆ Players wear the tie-dye shirts on Friday
- ◆ Campus sandwich boards
- ◆ KDUP PSA's
- ◆ Beacon ad and article
- ◆ Take postcards to local businesses
- ◆ Pilot website
- ◆ Press release
- ◆ Oregonian Ad Feb. 3 and 5
- ◆ Tribune Ad Feb. 4
- ◆ :10 spots on *The Fan*
- ◆ Groups: Catholic Youth Organization (free admission for CYO players in uniform); Men's Basketball former players & families; Knights of Columbus

Event Activities

- ◆ Howard Hall Pre-game Dinner (Howard Hall is the University's recreational facility, Pilot basketball games were played in this facility from 1927 – early 1970's)
 - Invite Alumni, sponsors, Pilot Club and season ticket holders (\$7/person)
 - Dinner at 5pm on basketball courts (catered by Bon Appetit)
 - Students meal moved to Howard Hall (Commons closed)
 - Decorate Howard Hall (balloons, confetti on tables, lava lamps, etc.)
 - KDUP dj's 70's music
 - Broadcast a 1970's Pilot basketball game that was played in Howard Hall on giant movie screen
 - Prizes for best dressed, raffle, etc.
- ◆ Men's Basketball Alumni Pre-Game Dinner

- In Hall of Fame Room, dinner served
- Decorate room
- Head Coach Michael Holton and Athletic Director Larry Williams give pre-game remarks
- ◆ Game Atmosphere
 - Tent outside as entrance....beads hanging that people walk through
 - Disco ball in tent
 - 70's music in tent and by band
 - "Roll back" prices at concession stands - "Dollar Dogs"
 - Pilot Tattoos for kids
- ◆ Students
 - Tie-Dye party before Thursday night game in the concourse to promote Saturday Night Fever
 - Wear retro garb, partnered with Goodwill for discount at local store for UP students

Time-Outs

- ◆ T-shirt toss – tossed out tie-dyed t-shirts
- ◆ Break dancers
- ◆ Student disco dance-off contest

Halftime

- ◆ Dance team preformed 70's routine
- ◆ Honor men's basketball alumni in attendance on the court

Results

- ◆ Total attendance was 2,549 (last year's conference average was 1880)
 - There were 602 students in attendance
- ◆ This was a great chance to reconnect with our former basketball players and recognize them for their contributions to our program.
- ◆ We lost at by a buzzer beating shot to conference-leader St. Mary's, but fans had a groovy time!

SATURDAY NIGHT FEVER!!

Saturday, Feb. 5
Men's Basketball vs. St. Mary's
7:00pm Tip-off



**"Return to Howard
Hall" Dinner at 5:00pm!**
Food (Commons closed), music from
KDUP and prizes!

Wear your retro garb!
Prizes for Best-Dressed.

TIE DYE PARTY!

THURS. @ 6pm in Chiles Center
before Pilots vs. Santa Clara Game!

'Saturday Night Fever' will heat up Chiles

Matt Gabica
Sports Reporter

This weekend will feature the party of the year during "Saturday Night Fever." This Saturday at 7 p.m. as the men's basketball team hosts the Saint Mary's Gaels in the Chiles Center, there will be one large Disco Party. With student dance-offs scheduled for time-outs and UP's Dance Team using 70s music for their routine, you will only stick out if you AREN'T wearing a leisure suit and an afro.

Prior to Saturday's festivities stop by the game against the Santa Clara Broncos tonight around 6 p.m. (before the 7 p.m. tip-off) and bring a white tee shirt for the dye-dying party going on. Then wear the new shirt to the game Saturday, along with sweet bell-bottoms and-platform boots.

Also featured at Saturday's

game, to go along with the "throw back" theme, roughly 30 former players and their families will be on hand to watch their Alma Mater take on Saint Mary's. The players will be recognized, along with special recognition of former Pilot Coach Jack Avina, the winningest coach in Pilot history.

"This will be a night that is centered around acknowledging former players in the program's history and acknowledging their contributions to the program," Holton said. Holton, in his fourth year as the Pilot's head coach has always felt that it is important for current players to appreciate former players.

"The teams that played in Howard Hall, their success and dedication, are the reason that today's teams get to play in a facility like the Chiles Center," Holton said. In response to the loss to

Gonzaga, and when asked if it makes it any harder since the game was so close for so long, "Losing is losing," Holton said. "It doesn't matter if it is two points, or twenty-two points, it still feels like a loss, and still goes into the books as an 'L'."

The part that matters is what is learned from the experience, and how you can better yourself for the next time."

Holton, as with any loss, expects that the recent loss to the Bulldogs will help to inspire the team and motivate them in practice and at game time, this Thursday and Saturday.

According to sophomore Chris "Aussie" Jackson, the results of the game in Spokane won't be the only thing motivating the guys when they hit the floor this weekend.

"It all started at the beginning of the season with the

Pepperdine game," Jackson said. "We (the team) came out for warm-ups and we were stunned to see the student section absolutely packed. And the students weren't just sitting there watching the game, they were going crazy... even spilling over into the general admission seats."

"That kind of support makes us all want to do that much better, and the crowds we have been getting are definitely affecting the other teams. It is intimidating to have a bunch of fans yelling and screaming at you. We definitely fed off of that and came away with the win, and we continue to feed off of the amazing fan support at all of our games this year, even last weekend up at Gonzaga with the Purple Pride guys making the trip up."

For all you loyal fans out there (and to you that might have not jumped on the band-

wagon quite yet) the \$64 question is how to get tickets to the Gonzaga game. The easiest answer is the Pooh Pass, if you still have it and continue to get a stamp at all the home games. If not, then you will just have to check out the email that will be sent out by Tricia Miller sometime soon with the dates that tickets will be available. Steps are being taken to assure as many of the student tickets as possible for the Pooh Pass holders, so dig around to see if you can find it and get as many stamps as you can.

Just a fair warning, the game is entirely sold out except for the student tickets that the ticket office held back, and there are only 1,000 of them. This may sound like a lot, but take note that there were 910 students at the Pepperdine game. Any questions can be directed to Tricia Miller at millerp@up.edu.

SUPER BOWL: with history at their heels the Patriots and the Eagles represent the best of the NFL

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THE UNIVERSITY OF PORTLAND

Oregonian Article

**OregonLive.com**

Everything Oregon

The Oregonian

Added inside game helps Sullivan earn top billing

Forward Ben Sullivan, who appeared in advertisements for the Pilots, is averaging 11.5 points since becoming a starter for Portland

Saturday, February 12, 2005

JOE FREEMAN

The Oregonian

It's one thing to volunteer for a random marketing campaign.

But it's another thing altogether to don a purple, skintight 1970s University of Portland men's basketball jersey, pose for pictures and later find them scattered across the Portland area.

That's the predicament sophomore forward Ben Sullivan found himself in recently when he volunteered to be the point man for a UP "retro" promotion at last Saturday's game against Saint Mary's.

Before Sullivan realized what he had done, he was in mailboxes across Portland on a psychedelic postcard below the headline SATURDAY NIGHT FEVER. He was in the dining hall in the form of a life-size cutout, sporting that throwback uniform and a giant curly wig. And he was on posters hanging all over the UP campus.

"I had no idea what I was getting myself into," the 6-foot-11 Sullivan said. "They asked me to take some pictures, so I said 'OK.' Suddenly, I was everywhere.

"It's all right though. It was pretty funny."

It also was an instance of great timing. Sullivan enjoyed a standout performance the game prior to the promotion and has scored in double figures the past four games, providing not only a glimpse of his potential but also a flashback to some of the best forwards in school history -- All-American Rick Raivio, Leonard Williams, Quentin Braxton and Reggie Logan -- all of whom just happened to play for the Pilots in the 1970s.

Sullivan, a Lake Oswego High School graduate who transferred to UP in 2003, has blossomed into an impact player since moving into the starting lineup 12 games ago. He is averaging 11.1 points and 5.0 rebounds in West Coast Conference play and has become a key member of a revived Pilots frontcourt.

Against Santa Clara on Feb. 3 at the Chiles Center, Sullivan scored a career-high 19 points, had five rebounds and three assists and held potent Broncos forward Travis Niesen to two points, prompting Pilots coach Michael Holton to call Sullivan a "feature" player who had "come of age."

Sullivan's recent improvement is an important development in the progress and future of the UP program. At Lake Oswego, where he averaged 19.8 points and 10.8 rebounds as a senior, Sullivan was a three-point shooting specialist who spent most of his time roaming the perimeter. He took the same game to Cal State Northridge as a freshman. But when Sullivan transferred to Portland, Holton had different plans: Sullivan would have to develop a low-post presence on offense and defense, essentially remaking the game he had played his whole life.

Throughout Sullivan's first year at UP, when he had to sit out because of NCAA transfer rules, Pilots

coaches taught Sullivan the finer points of being a low-post player.

"Let's just say that this light of progress Ben has experienced didn't come without turbulence," Holton said. "One day, specifically, I remember we were working on the pick and roll, and Ben thought pick and pop was better. After working on the drill for a while, I said we needed him to roll. He responded by saying, 'You don't like jump shots.' Sometimes, he engages in a conversation of stump the coaches. Anyway, I said, 'Yeah, I do like jump shots. I just don't like them as much as layups.'"

"We've had a lot of basketball chapters like this. But that is why I'm so proud of him. He continues to grow in the right direction for our program."

The coaches' message was nothing new.

"People have told me my whole life, 'You have to get inside, you have to get physical, you have to get tough, and you have to get stronger,'" Sullivan said. "I heard them and I understood them, but it was like, 'I like to shoot and I can shoot. What's the problem?'"

Sullivan eventually saw the benefits of having a more dynamic and well-rounded game. Now, he plays with a blend of long-range shooting, interior post moves and drives to the basket from the top of the key. His interior defense is critical to the Pilots' success, and he is part of a frontcourt that also features freshman standout Marcus Lewis (9.6 points, 5.2 rebounds), senior starter Andreas Gahlmann and sophomore Dreshawn Vance, an all-freshman WCC selection last season.

Sullivan has learned to embrace his new role.

"It was a tough transition for me, but I have grown to love it," he said. "It's fun mixing it up in the post and being down there. I love it. I found that I can be successful and help the team and that's all that matters."

His play, which has helped carry Portland (15-10, 4-6 WCC) to its best season in nearly a decade, hasn't gone unnoticed by opposing coaches.

"Ben has to be one of the most improved players in the conference," Santa Clara coach Dick Davey said. "From what we saw earlier in the year to what we saw the other day, he has come a long way, even in that short period of time. You used to feel comfortable when Portland got the ball inside. That's no longer the case."

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PILOTS

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CONTACT

Saturday Night Fever to Take Place at February 5 Men's Game

1/26/2005

"Saturday Night Fever" will be in place as the Pilots men's basketball team hosts the Saint Mary's Gaels on Saturday, February 5. Festivities will begin at 5:00 p.m. in Howard Hall on the University of Portland campus for a special pre-game dinner. Join us for food and music, while dressing in your best retro outfit for a



Join Ben Sullivan and the rest of the Pilots for Saturday Night Fever on February 5!

chance at winning prizes! Dinner and game tickets are \$15 per person (dinner only - \$7 per person). RSVP requested to Tricia Miller at millerp@up.edu or 503-943-7431. In-game excitement includes:

- Special recognition of former men's basketball players at halftime!
- Halftime Break Dance Team!
- "Dollar Dogs" at the concession stand!
- Everybody dressed in retro garb!
- Free Pilot temporary tattoos for kids!
- Post-game autograph zone!

The Saint Mary's game is also "CYO Night," in which all CYO youth basketball players receive free general admission seats if they wear their uniform.



[Click Here
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Basketball S](#)

Pilot Fan Poll

Who on the 2004-05 team will have a break-out season?

- Pooh Jeter
- Donald Wilson
- Karl Aaker
- Dreshawn Vance
- Darren Cooper
- Ben Sullivan
- Jeremiah Dominguez
- Marcus Lewis

PILOT LINE-UP

Thursday, Feb. 3

at 7pm

Men's Basketball vs. Santa Clara

Saturday Night Fever!!!

Saturday, Feb. 5 at 7pm

Men's Basketball vs. St. Mary's

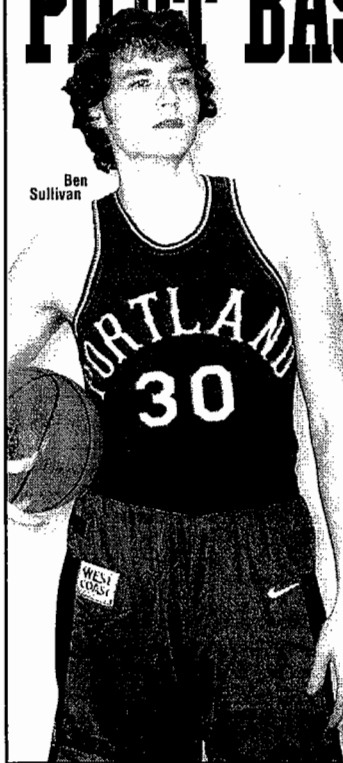
"Return to Howard Hall"

For Pre-Game Dinner at 5pm

(Commons Closed)

School Newspaper Ad

UNIVERSITY OF PORTLAND
PILOT BASKETBALL



Ben
Sullivan

**VS.
SANTA CLARA**
Thursday, Feb. 3rd 7pm
Bi-Mart 2 for 1 night!

**VS.
SAINT MARY'S**
Saturday, Feb 5th 7pm
**SATURDAY NIGHT
FEVER!**

- Wear your retro garb!
- Post-game autograph zone!
- Tickets start at just \$6!

Follow the
Pilots on



portlandpilots.com

TicketsWest - Portland Metro: 503.224.TIXX - Outside Portland: 1.800.992.TIXX
www.ticketswest.com or call University of Portland Box Office 503.943.7525

Print ad (this is a current player!)
for Oregonian + Portland Tribune



SATURDAY NIGHT FEVER!

University of Portland Basketball

Saturday, February 5, 2005

PILOT MEN VS.

ST. MARY'S AT 7:00PM

University of Portland Chiles Center

- Return to Howard Hall for a special pre-game dinner starting at 5:00pm. Join us for food, music, prizes and fun! Dinner & game ticket - \$15/person (dinner only - \$7/person) RSVP requested to Tricia Miller at 503-943-7431 or millerp@up.edu
- "Dollar Dogs" at the game!
- Special recognition of former men's basketball players!
- Don't forget to wear your retro garb!
- Post-game autograph zone!

Game Tickets: \$12/\$8/\$6/\$4

Visit ticketswest.com

www.portlandpilots.com