

BRADLEY

UNIVERSITY

Best Targeted Promotion

Summary

We have an end-of-game contest where if Bradley meets or beats a predetermined score, season ticket holders get special meal pricing at a local restaurant.

Details

Bradley sold ticket back sponsorship to a local restaurateur. This contest only applies to season ticket holder ticket backs. The restaurant owner and Bradley Athletics establishes a different score to beat for each game based on historical scoring information. The more accurate you can be in estimating the score the better potential for generating fan awareness and involvement. We have had a number of games where fans were loudly cheering every Bradley score as the team approached the number.

We publicize this promotion through an advertisement in our game program. In the advertisement we do not publicize the score to meet, but provide restaurant locations, contest rules, and prizes if Bradley meets or beats the score. Additionally, the contest is publicized using PA and message center announcements during the contest. We focus most of the publicity late in the game and play it up if Bradley is close to meeting the score.

The restaurateur operates three Bar & Grill type of establishments and the fourth is a steakhouse. Fans can redeem their ticket for a buy-one, get-one free meal if Bradley meets or beats the score. The discount is established up front. For instance, at the steakhouse, the buy-one get-one applies to a Ribeye dinner. The promotion is for a fixed period starting the day after the contest and lasts one week. Restaurant traffic is extremely heavy the week after games when the winning number was met.

For more information regarding the promotion, please contact:

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