



### Attendance Promotions

**Who:** Any rewards card holder

**What:** "Stamp Out The Big South Conference"

**When:** Season long

**Where:** Basketball

**How:** During the last home football game, business card size reward cards were distributed to encourage basketball home attendance. Each card was printed double sided. The front side had the school's athletics logo, the corporate partner's logo and the promotion's title. The back side had all seven logo's of our competitors in the conference. It also contained the instruction of bringing the card to an Elon game, getting a competitor's logo stamped and redeeming the completed stamped card at the partner's location for a premium.

**Results:** Pre-season basketball interest during football  
Attendance builder for home hoops  
"Positive Association" inventory for the partner

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