



UNIVERSITY OF FLORIDA

BEST HALFTIME PROMOTION

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SunTrust Dash for Cash (Men's Basketball)

Sometimes the most successful halftime contests are the most simple. The SunTrust Dash for Cash was designed for students at men's basketball games to have an excellent chance of winning the \$250 grand prize. And while the prize is not \$100,000 or a new vehicle, fans most enjoy seeing contestants participate in a contest which can actually be won, rather than creating a near-impossible scenario (e.g. while blind-folded, make a full-court shot as tear gas and rubber bullets are fired at you) for a larger prize.

The concept is basic, but it works to great fan response, because it involves two key elements: clock and cash. The student has 25 seconds to drive the length of the floor to make a lay-up, drive the other length of the floor for another lay-up, and then back to the other end of the court for a 3-pointer. He/she gets as many shots as possible within the 25 seconds, and if successful, he/she wins the cash prize. There were 5 winners during the 2000-01 season, and many close calls, which made for an effective contest.