



# FURMAN

ATHLETIC MARKETING

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## Best Half Time Promotion

### **Furman Human Taco Race:**

At a home basketball game, during half time, the first ever-Human Taco Race was staged. There were three groups of three fans. One team member lies down in a circular cloth representing the taco shell. Contestants two and three then put the ingredients (red and green plastic balls) inside. The taco shell is then rolled up with the person and balls inside and the team members attempt to roll the human taco to the finish line keeping all ingredients inside. In order to get the fans involved, as each person entered the arena they received a coupon from Taco Bell numbered one, two, or three. Each number represented one of the three teams. All fans holding the coupon with the winning team's number could redeem the coupon for a free taco. This in turn would drive traffic to the franchise's locations.