



FURMAN

ATHLETIC MARKETING

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Best Targeted Group Promotion

Shriners Hospitals for Children Night at Furman Hoops:

At a home basketball game Furman invited the Shriners Hospitals for a group night. This included employees, patients, as well as, the board of trustees and area Shriners. A plaque was presented to Shriners officers prior to the game. In addition, there was a hokey pokey dance for the young hospital patients with Shriners clowns, Furman cheerleaders, Furman dancers and mascots. Employees were admitted by presenting their hospital identification badge. Family members paid one dollar each for admission. There was also free Papa John's pizza and Pepsi served at the game for all children at the game associated with Shriners. The crowd was part of the largest crowd ever for a men's/women's double header at Furman.