

Georgia Tech Athletic Association

2001 Best Halftime Promotion

McDonald's (Name can be changed to fit sponsor) Memory Game

Who: 2 contestants and 2 marketing representatives.

What: 6,8,12 (Depending on how long you want the game to be drawn out) 6" in diameter circles. One side has the Sponsor Logo the other side has \$5, \$10, \$15 or T-shirt on the other side. There will be 2- \$5 circles, 2-\$10 circles, 2-\$15 circles, and 2-T shirt circles. The bottom side can be changed to fit the marketing department's needs such as (instead of money), trips or other promotional items to can be given away.

When: Half-time promotion

Where: Basketball, volleyball

Why: The number of contestants can be raised or lowered according to the time limits during halftime. It can be a short promotion or a long promotion. Also, the fans in the stands seem to really get into this promotion by telling the contestants what circle to flip.

How:

Step 1: One contestant is selected to turn over one of the 6 circles, then tries to match it up with another of the same item.

Step 2: While contestant #1 is turning over the 2 circles, the 2nd contestant has his or her back turned.

Step 3: If contestant #1 turns over 2 of the same items they win that item.

Step 4: Once contestant #1 finishes his/her turn the 2nd contestant takes his/her try.

Steps 1-4 can be repeated until a winner is found or the contestants can get a t-shirt after their first tries.

"The Yellow Jackets"

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