



INDIANA UNIVERSITY

DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

PACK THE HALL FOR A CURE IU WOMEN'S BASKETBALL.

WHO: All members of the South Central Indiana community were targeted in this event, including: all area schools, University departments and students, Greek organizations, community organizations (YMCA, United Way, etc.), city workers, large employers, etc.

WHAT: Pack The Hall For A Cure at an IU Women's Basketball game – if the single-game attendance record of 5,503 fans is broken, Head Coach Kathi Bennett will donate \$5000 to the Susan G. Komen Breast Cancer Foundation.

WHEN: The January 24th game against Wisconsin (the date that was already set for our annual Pack The Hall event)

WHERE: Assembly Hall on the campus of Indiana University

HOW: Every year during the Women's Basketball Season, a night is designated for our Pack The Hall event for which we make an extra push for fans to attend. This year, Head Coach Kathi Bennett expressed an interest in teaming up with a charity for the event and donating money to that charity as an incentive for fans to attend.

We decided on the Susan G. Komen Breast Cancer Foundation to be the designated charity for the event and Coach Bennett agreed to donate \$5000 to the charity if we broke our single-game attendance record of 5,503 fans (from a game in 1999 against Purdue).

We started out by contacting the Komen Foundation in Terre Haute (the chapter that serves Bloomington) and gained their permission to use the Komen name for the event. They were glad to be a part of it and provided much assistance in promoting the game. They coordinated with the media in Terre Haute for articles in their local papers and mentions on their radio stations. They also contacted their members/donors via mail, e-mail, and telephone to inform them of the event. On the day of the event, they passed out t-shirts to the first 1,000 fans from their annual Race For The Cure.

Media in Bloomington and Indianapolis covered the event before and after. Our media relations department helped to inform newspapers in Indianapolis and Bloomington of the game and many articles and press releases were found in the papers leading up to the event. We also placed ads in Bloomington papers and on the University cable station. Radio spots were created for the Bloomington radio stations and the team appeared on a local radio show. Coach Bennett also helped to promote with an appearance on a Sunday night sports show in Indianapolis. The IU Athletics website wrote many press releases and provided contact information for tickets the weeks leading up to the Pack The Hall.

The marketing department invited everyone in the community to attend the event. First, Indiana schools of all levels were contacted via mail and telephone and offered complimentary tickets (High Schools were put on pass lists because of compliance rules). All

Indiana University departments were contacted via mail, e-mail, and telephone and also offered complimentary tickets. Community organizations (United Way, YMCA, etc.) as well as large employers were contacted via mail and telephone and offered complimentary tickets for their employees/members.

A local sorority (Zeta Tau Alpha), whose philanthropy is the Komen Foundation, helped us to reach the Greek Community. The members of Zeta Tau Alpha made announcements at all the sorority and fraternity houses, posted fliers, sent e-mails to all Greek members, and painted a bridge in the Greek area (this bridge is constantly painted with event announcements) announcing Pack The Hall.

Buttons were distributed and worn by athletics employees, members of the Student Athletic Board, and Zeta Tau Alpha the week before the event to help spread the word. Members of the Student Athletic Board also made announcements to their classes.

On the day of the game, it was difficult to find a member of the Bloomington community who had not heard about the event.

RESULTS: The event was a complete success. Not only was the single-game attendance record of 5,503 broken, it was increased by close to 50%. The final count for the evening was 7,986 fans and Coach Bennett was happy to donate \$5,000 to the Komen Foundation.

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