



Keep the Green Out Campaign Michigan vs. Michigan State Basketball, January 26, 2003

Situation: During the 2002-03 academic year, Michigan was scheduled to play intra-state rival Michigan State only once in Ann Arbor on Super Bowl Sunday. This game was scheduled to be nationally-televised by CBS Sports and a sell-out crowd was expected.

Problem: Due to the fact that over 5,000 single-game seats would be available for purchase by the general public, a concerted campaign was needed to ensure that the large majority of fans were cheering for the Maize & Blue as opposed to the visitors. This game represented an important visibility opportunity for the rebuilding Michigan Basketball Program.

Result: By identifying the potential problem early, we were able to gain the support of the University of Michigan Alumni Association, the regional booster clubs and other key grassroots support groups. A specially-designed postcard was inserted with the August football ticket mailing, in addition to inclusion in the fall Alumni Magazine. These two items were sent to over 125,000 individuals. Local booster clubs were encouraged to plan outings in conjunction with this game, and large group ticket allotments were made available directly to them. Michigan students and faculty members were also given a special two-week time period to purchase tickets in advance of the public sale. A maximum of two (2) tickets could be purchased with a valid Michigan ID card.

In the end, we were very pleased with the "Keep the Green Out Campaign" as we were successfully able to sell all available tickets at full price to the proper Michigan fan markets. The game ended in dramatic fashion as Michigan was able to upset the nationally-ranked Spartans in front of one of the loudest crowds in recent memory at Crisler Arena. CBS-TV was also very happy as the game made for an exciting start to their Super Bowl Sunday television programming.

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