

UNIVERSITY OF MINNESOTA

Twin Cities Campus

Women's Intercollegiate Athletics

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BEST TARGETED GROUP PROMOTION

Women's Basketball HOMETOWN DAY CELEBRATIONS

The marketing and promotions unit implemented a new promotion for the 2000-2001 basketball season with the following goals:

- ◆ Build off perennially successful promotion, WCCO Hometown Day. This promotion is implemented across all 6 of our ticketed sports for many years. We first select one Minnesota native from each of our teams. The marketing coordinator invites their family, friends, high school team, former coaches, city council members and mayor. We do a formal presentation of a city proclamation at the game with all of her family, friends and city representatives on the field/court.
- ◆ Drive attendance at key games by targeting the hometown populations of our seven Minnesota natives.
- ◆ Familiarize fans with our new student-athletes, and promote large number of Minnesota natives!
- ◆ Develop new means of marketing to large number of high school basketball enthusiasts.

Essentially, we wanted to capitalize off the appeal of the Hometown Day, for all seven of our Minnesota natives without detracting from our existing Hometown Day. Here's a synopsis of the marketing plan for Hutchinson native Lindsay Whalen:

1. Sent invites to family and friends. Lindsay Whalen and family were responsible for providing list of guests' contact information.
2. Contacted high schools, sent flyers and reduced admission coupons for the game.
3. Made welcome signs and designated area for "Hutchinson Day Fans"
4. Introduced player at half-court prior to the game and thanked cheering section, family and friends for joining the Gophers for Hutchinson Day.
5. Did trade with all local papers. They gave ad space for two dates prior to the game in exchange for 2 public address announcements and 30 tickets to the game.

Results:

The Hometown Day celebrations were an immense success for the basketball attendance! The five Hometown Day celebrations throughout the season were the five highest attended games for women's basketball. We are considering implementing the program across our sports due to this season's success!

