



## University of Minnesota Super Fan Promotion

- Who:** Our target audience for the SuperFan promotion was women's basketball fans that were non-season ticket holders. Our goal was to draw in new fans and encourage them to come back for the remaining games.
- What:** The first day of the promotion was titled "SuperFan Wall to Wall in Williams Arena." SuperFan membership cards were given to everyone who attended the first day of this promotion. By attending the game you became a Gopher Women's Basketball SuperFan. Our goal was to break an attendance record on this day, and we did. SuperFan T-shirts were thrown out during time outs of the games and public address announcements were read throughout exemplifying the promotion. The membership cards that were handed out to everyone at the kick off game gave fans \$2.00 off general admission tickets for the rest of the season and also gave them an opportunity to enter in to a SuperFan drawing for members only. They entered the drawing through mail and e-mail. At each of the following games a winner was drawn. They had to be present to win which also encouraged them to return for more games. Some of the prizes included an hour of gym time in Williams Arena, a basketball autographed by the Gopher Women's Basketball team, viewing of a women's basketball team practice, a suite for a game and two season tickets for the 2003-2004 season.
- When:** The beginning of the Big Ten season was the start of the promotion. All who attended were encouraged to comeback for the remainder of the season.
- Where:** This was a women's basketball promotion held in Williams Arena.
- How:** The Big Ten conference gave us financial help and the concept of the SuperFan promotion. The Big Ten wanted to increase women's basketball attendance throughout the entire conference. It was our job to come up with the ideas of how to boost attendance in our arena. Before the kick-off game, we made several announcements to let people know that the promotion happening and what it was about. We did this by having posters and fliers distributed around campus, using television, newspaper, radio trade and sent media drops which included press releases and t-shirts to encourage the media to talk about the promotion on-air and in their columns. The promotion was also promoted via e-mail blast, the booster clubs, and our website.
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