



Best Halftime Promotion

Paper Airplane Contest at Men's & Women's Basketball

The paper airplane contest is held at one men's basketball game and one women's basketball game each year. As an added benefit to fans, the promotion was free to all those in attendance. In the past, planes were sold for \$1 as a fundraiser for the cheerleaders. All corporate partners are contacted via email and asked to donate an item to give away at each game. In turn Lobo Athletics gives the participating sponsors free exposure. Each partner that is interested in participating in this promotion must also supply Lobo Sports Marketing with a company banner that will be displayed on the court. By participating, each corporate partner receives banner recognition on the court during the promotion and name recognition on the paper airplane.

A flyer is designed that prominently displays the game sponsors along with all corporate partners involved in the promotion and an area for the participant to write their name and address. 10,000 airplanes are produced for the men's game and 5,000 airplanes are produced for the women's game. The flyers are placed around the concourse and the ushers hand them to the fans as they find their seats.

At halftime the banners are placed on the court by the cheerleaders and the crowd is encouraged to fold the flyer into a paper airplane. One minute is then put on the clock and the crowd is prompted to throw their planes at the banners. At the end of the time period, the cheerleaders will retrieve the planes closest to the center of each banner and those are declared the winners. The cleaning crew will then sweep the court and put all remaining airplanes in clean garbage bags. The remaining planes are then used to build our basketball database.

Sports Marketing will then contact the winners of the contest during the week following the event. Another option is to post the winners on the concourse during the second half and establish a prize redemption location.

The University of New Mexico

Department of Athletics – Marketing

South Athletic Complex • Albuquerque, NM 87131-0041

Phone: (505) 925-5014 • Fax: (505) 925-5609 • www.GoLobos.com