



"MOVIE NIGHT" ATMOSPHERE ENHANCING PROMOTION

- Who:** Targeted families, but students were quite receptive to the promotion as well
- What:** Sound bytes of movie clips playable via CD or Click Effects, movie scratch off tickets or gift certificates, and concessions popcorn
- When:** Clips can be played throughout the athletic contest
- Where:** The Joyce Center Volleyball/Basketball Arena
- How:** All promotions were geared towards a movie theme. Fans received a coupon for free popcorn from concessions upon entrance to the match, as well as a movie scratch ticket from a local theatre. In sticking with the "movie night" theme, movie clips were played throughout the match from miscellaneous films. The first fan to report to the marketing table and correctly identify the movie clip received a gift certificate. The between games contest was consistent with "movie night" as well. Ten large signs were placed on the court with ten different movie titles on them. Two contestants, beginning at the net had to correctly identify a movie clip, which was played. The first contestant to run and stand on the correct movie title won a point. The first contestant to five points was deemed the winner and won a pair of tickets to the Notre Dame vs. Boston College football game. This promotion was fun and exciting for the crowd as well.
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