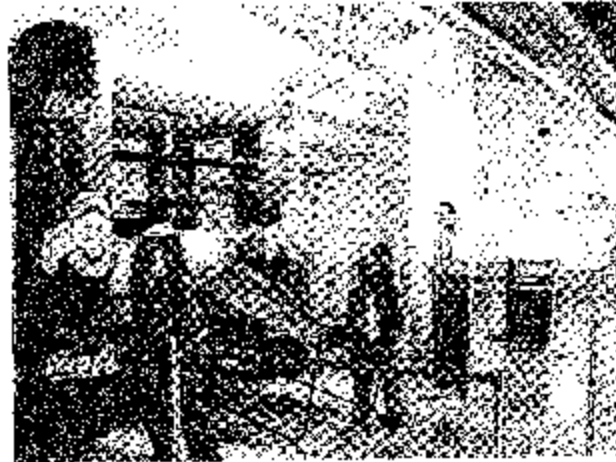




Coca-Cola Fanatics

Who: Mainly students and kids, but appeals to all fans in attendance

What: A grassroots interactive team charged with enhancing fan's overall entertainment experience. Three "Fanatics" dressed in Coke and Ohio State branded uniforms specific to the sport. The team utilized a large Coca-Cola



branded inflatable tent with hockey slapshot game and basketball pop-a-shot game. Giveaway items included temporary tattoos, Coke coupons and Mardi-gras style bead necklaces. Team members used a wireless microphone, t-shirts, t-shirt gun, scooters and several other various props during the game.

When: All times. Pre-game: Fanatics at inflatable (known as "Coca-Cola Fun Corner") to run games; In-Game: on-court/on-ice to help implement and emcee with a wireless microphone any promotions during halftime or timeouts, and in concourse to give away free items and interact with crowd when not needed for promotions.

Where: All home Ohio State Men's & Women's Basketball games, and Men's Hockey games.

How: Order all props, recruit team members, train members, schedule Fanatics (3 per game) for each event, instruct Fanatics on the various promotions that will occur during the game, provide them with a script for each promotion, review logistics of how each promotion should be executed. The individual personality of the fanatic is critical to the overall success. They need to possess an outgoing personality and can be trained to crowd responsiveness.

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