



THE UNIVERSITY  
OF OKLAHOMA

ATHLETIC MARKETING,  
PROMOTIONS & LICENSING

[www.saddorsports.com](http://www.saddorsports.com)

## Best Olympic Sport Promotion *Fan of the Game*

**Target audience:** Community

**Sport:** Any

The local newspaper placed an entry form in the newspaper each Monday before a game. Contestants would fill out the entry form and mail it to the OU Athletic Marketing & Promotions Department. The "Fan of the Game" would receive free admission to the game along with 2-9 other people (depending on the space.) Fans would also receive special seating along with pizza, drinks, and pom poms. The selected winner received a special gift (i.e. autographed ball) and acknowledgment during the game. A PA describing how to become the next "Fan of the Game" accompanied the contest.