



PRINCETON UNIVERSITY

DEPARTMENT OF ATHLETICS

Best Targeted Group Promotion

GO FREE WITH FLEET – Fleet Bank sponsored tickets for local non-profit community service groups to attend Princeton athletic events. These athletic events included football, men's and women's basketball, men's ice hockey, and men's lacrosse. Groups were selected from a website that provides a list of organizations needing assistance through the help of volunteers. At the beginning of each season, a letter of inquiry was sent to each group to see if they were interested in taking part in the program. At each game, the groups and the sponsor were recognized on the message board, in the public address announcements, and in the game program. At the end of the season, a newspaper advertisement listed the groups that participated in the program and thanked the sponsor for providing this great opportunity to the community. *This promotion was designed to reward members of the local area for their service to the local community.*

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