



At Radford University we are constantly looking for fresh and creative ideas to involve students, particularly at home basketball games. One of the most popular ideas that we have had great success with was in conjunction with a local bank. The halftime promotion is called the First National Bank Cash Grab.

The promotion is geared towards student sign ups during a home basketball game with three lucky participants being drawn early in the first half. At halftime approximately \$3,000 is scattered inside the 3-point arch at one end of the court. As their names are drawn, each contestant is given a time allotment to carry all the cash they can to large buckets at center court. They may make as many trips as they like within their time limit. The third place winner is given 15 seconds and goes first. The second place winner goes next and is given 30 seconds and the first place winner gets 45 seconds.

It is a great event that really draws in the students and leads to a very "vocal" student oriented halftime. In addition, the local bank gains a great deal of exposure through the build up promotion and providing First National Bank t-shirts to the contestants and security staff surrounding the floor.

RADFORD UNIVERSITY ATHLETICS

P.O. Box 6915 • Radford, VA 24143
(540) 831-5278 • FAX (540) 831-6095