



Attendance Promotion

Upward Basketball

Upward Basketball is an evangelistic sports ministry dedicated to promoting community outreach, developing volunteer leadership in churches, and sharing the love of Jesus Christ with children and their families. Specifically designed for kindergarten - sixth grade boys and girls, Upward sports ministries seek to develop the self-esteem of each participant, while teaching sportsmanship, character, athletic skills, and respect for authority in every situation.

To increase attendance at women's basketball games, we held Upward Basketball Night. We promoted the event to five large churches in the area who participate in Upward. Each team, coach and parents were given special ticket and food prices for the game.

During the game, kids enjoyed the interaction with "Spike," the mascot, and were very vocal throughout the game.

At halftime, each team member received the opportunity to participate in a shoot-around. All kids lined up at both ends of the court and after shooting a free throw each received a free drink. While nurturing our relationship with the Christian community, this promotion did two things: 1) brought an additional 400 enthusiastic fans into the stands, and 2) brought in additional ticket revenue of over \$1,000.

Alan Verlander
Associate Director of Athletics
Sanford University
(205) 726-2966