



Category: Single Game Promotion
Sport: Women's Basketball
School: Rutgers University

Objective: To sell out the February 13, 2005 Rutgers vs. Connecticut Women's Basketball game to Rutgers fans, and create a true home court advantage.

Challenges: From past experience, we knew that the game could sell out, but we wanted to prevent the game from becoming a "home" game for Connecticut, as had happened in the past.

Plan: Our focus was on season ticket holders for Women's Basketball, Men's Basketball and Football, as well as our sponsors and corporate partners.

Execution: As soon as the schedule was set in September 2004, letters from our Athletic Director and Women's Basketball Head Coach were sent to all Rutgers season ticket holders in all sports, offering them the opportunity to purchase up to 10 tickets for the Rutgers vs. Connecticut game at a special price of only \$8 per ticket. The Marketing & Communications Office sent letters to sponsors/corporate partners asking them to purchase specially priced tickets for their employees or clients or for non-profit groups, no limit on quantity. People were given the option of donating tickets back to our office to handle distribution to charity groups. We also had a telemarketing effort that followed up with the season ticket holders who received letters but had not responded, which resulted in 1,500 tickets being sold through telemarketing.

Conclusion: Rutgers hosted Connecticut on February 13, 2005 in front of a sell-out crowd of 8,014 scarlet clad fans, the fourth largest crowd to watch a women's basketball game at the RAC. It was, however, the largest crowd since the RAC's seating capacity was reduced from 8,500 seats to 8,000. With the help of the crowd as their "sixth man," the Scarlet Knights defeated Connecticut 76-62 for the first time since 1998.



Division of Intercollegiate Athletics

Letter + order
form sent to
FB, MBB + WBB
Season ticket
holders

November 2004

Dear Rutgers Season Ticket Holder:

Last year, thanks to the incredible support of our season ticket holders we were able to experience a true home court advantage against the University of Connecticut Huskies.

Sports Illustrated on Campus has voted Rutgers and UConn one of the top rivalries in women's college basketball. We are asking for your help again. We encourage you to buy additional tickets for this game for family members, friends, neighbors or anyone interested in seeing the best in women's college basketball. As a season ticket holder you may purchase tickets for \$8.00. Please use the enclosed order form to purchase the tickets.

If you purchase tickets and can not use them, we would be happy to donate them to local youth groups for you.

Thank you for your outstanding support of our program. We look forward to an exciting season of basketball.

Sincerely,

Robert E. Mulcahy III
Athletic Director

Sincerely,

C. Vivian Stringer
Head Coach

Rutgers University Department of Athletics

Louis Brown Athletic Center • 83 Rockefeller Road • New Brunswick, New Jersey 08854-8053
www.scarletknights.com

SCARLET KNIGHT WOMEN'S BASKETBALL

vs. Connecticut -- February 13, 2005

Rutgers Season Ticket Holder "Home Court" Pre-sale

NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE # : _____

GROUP/TEAM NAME: _____

Rutgers Basketball Season Ticket Holder -- Special Discount	QTY	PRICE	TOTAL
Women's Basketball vs. Connecticut	(LIMIT: 10)	\$8	
* ORDER DEADLINE: December 17, 2004 *	Handling		\$5.00
	Total enclosed:		

- * All orders must be received by the deadline date to receive priority consideration.
- * Requests will be filled according to Season Ticket Priority .
- * Tickets are subject to availability.
- * Mezzanine, Promenade, Court End location requests will be considered but specific seating cannot be guaranteed.
- * No refunds or exchanges.
- * Schedule subject to change.

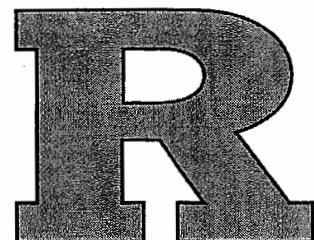
Return with full payment to:
 Rutgers Ticket Office, Louis Brown Athletic Center
 83 Rockafeller Road, Piscataway, NJ 08854
 Phone: 866-445-GORU(4678)

Check enclosed.

Make payable to Rutgers University

Visa, MasterCard, or Discover

CC#
Exp. Date
Signature





Letter + order form
sent to sponsors/
corporate partners

Division of Intercollegiate Athletics

December 7, 2004

Eugene Kutcher
Vice President
Amerada Hess Corporation
1 Hess Plaza
Woodbridge, NJ 07095

Dear Gene:

On Sunday, February 13, 2005, our women's basketball team will play host to the UConn Huskies at the Louis Brown Athletic Center. If recent games with UConn are any indication, this one will also be an exciting, hard fought basketball game that will go down to the wire.

When UConn visits Rutgers, they bring with them a large contingency of fans who attempt to take over the RAC and our home court advantage. We can't let this happen!

I am asking you to purchase a block of tickets to this game that you can use for your employees or clients. If you would prefer, we will distribute these tickets to youth groups and non-profit organizations. The more tickets you purchase the greater our home court advantage.

We appreciate the support you have given Rutgers Athletics and hope you will be able to participate.

Go RU!

Sincerely,

Kevin MacConnell
Associate Athletic Director

Rutgers University Department of Athletics

Louis Brown Athletic Center • 83 Rockafeller Road • New Brunswick, New Jersey 08854-8053
www.scarletknights.com

SCARLET KNIGHT WOMEN'S BASKETBALL

vs. Connecticut -- February 13, 2005

Corporate Tickets for Charity

NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE # : _____

GROUP/TEAM NAME: _____

Rutgers Basketball Season Ticket Holder -- Special Discour	QTY	PRICE	TOTAL
Women's Basketball vs. Connecticut		\$8	
* ORDER DEADLINE: January 7, 2005 *			
Total enclosed:			

- * Tickets are subject to availability.
- * Mezzanine, Promenade, Court End location requests will be considered but specific seating cannot be guaranteed.
- * No refunds or exchanges.
- * Schedule subject to change.

Check enclosed.

Make payable to Rutgers University

Visa, MasterCard, or Discover

CC#
Exp. Date
Signature

Return with full payment to:
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