



Temple University

"Dance For Your Dinner"

ATMOSPHERE PROMOTION

- Who:** (Target audience, i.e. Students, Kids, Community, Sponsors)
Students or Small Kids
- What:** (Items needed, i.e. props, participants)
Music
- When:** (Time to hold promotion, i.e. pre-game, half-time, post-game)
TV Timeout
- Where:** (What events, i.e. Baseball, Basketball, Football)
Men's & Women's Basketball
- How:** (Steps to completing the promotion)
This promotion occurred during media timeouts at our men's basketball games. McFadden's, a bar and restaurant in Philadelphia, provided \$30 gift certificates to our winners. The concept was simple: two students were chosen to compete in an on-court dance contest. The DJ played about :20 seconds worth of music, and the contestants had to "strut their stuff". The winner was chosen based on crowd response. This promotion was also modified and used during our women's basketball games, and featured young kids. The crowd response was always great with the kids on the court. The best part is this promotion can be modified to fit any restaurant/bar sponsor.
- Contact:** *Zach Conen
Assistant AD, Marketing, Promotions & Tickets
215-204-0544
zconen@temple.edu*



TEMPLE UNIVERSITY STALEY SCHOOL DAY

ATTENDANCE PROMOTION

Who: *School Groups*

Where: *Women's Basketball*

What: *In an effort to increase attendance at our women's basketball games and reach out to local Philadelphia schools we created Staleys School Day, named after our Head Women's Basketball Coach, Dawn Staley. The event was publicized with the assistance of The Philadelphia Daily News and a local radio station, as well as direct mail. The event was a 12:00 Noon Game during Semester Break (but after elementary, middle and high school Christmas Break) and featured a special souvenir edition Daily News with educational worksheets, as well as inspirational "stay in school" messages from a local radio personality, 76ers general manager Billy King and Coach Staley. Students were also treated to an on-court clinic, clowns and face-painters, and special mascot appearances from the area Philadelphia teams. In addition, we conducted a variety of special in-game promotions that got the kids more involved. We provided the entertainment, and the kids provided an electric atmosphere that fueled the team to a conference victory! Tickets were \$2, and classrooms registered in advance through our group sales department.*

After the game, students completed their basketball/educational worksheets, and sent them in to the marketing department to receive 2 complimentary tickets to an upcoming game. Staley's School Day was a huge success for the kids, as well as our women's basketball team which enjoyed their largest home crowd to date. This also enabled us to further develop our contact list for these schools.

Contact: *Zach Conen
Assistant AD, Marketing, Promotions & Tickets
215-204-0544
zconen@temple.edu*