



## Holiday Hoops

**Who:** Texas A&M Faculty & Staff

**What:** Since the Bryan/College Station area is made up primarily of students, we wanted to make sure that we effectively got the community interested in the basketball games that took place while the students were away for the Christmas break.

We contacted every faculty and staff member on campus and offered them a pair of tickets to watch Aggie Basketball over the holiday break (two free tickets to a men's game of their choice and another pair of tickets to a women's game of their choice).

**When:** At all men's and women's basketball games from late December to Early January

**Where:** Basketball arena (Reed Arena)

**How:** The biggest challenge making this promotion a success was effectively communicating to all of the faculty and staff members. In order to do so, we set all of the details and later the ticket vouchers to each department's payroll representative. They would then forward the information and coupons to everyone in their department. This helped us operate more efficiently and effectively.

The idea was a success and yielded some of our bigger crowds of the year. In fact, the women recorded their largest crowd of the year during these games and the men set a new single-game attendance record (which would later be broken twice).

It also allowed us to generate a great deal of positive PR among the campus.

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