

**Question:** On February 8th we are celebrating Think Pink at our women's basketball game. This WBCA initiative celebrates breast cancer awareness. Has anyone done any promotions or halftime contest relating to cancer or breast cancer? I'm looking for something that is fun for the fans yet tasteful. Any ideas would be appreciated!

*Sara Granheim, Southwest Minnesota State University*

University Name	Contact	Job Title	Think Pink Promotions
Southwest Minnesota State	Sara Granheim	Athletic Development Director	ACS (American Cancer Society) information booth at game
			Colleges Against Cancer selling t-shirts (say "Saving Secondbase)
			Campus Relay for Life selling Luminaria's and Ballominaria's
			Game proceeds go to Relay For Life
			Inviting breast cancer survivors - free admission, join women's team after game for juice and cookies
			Invited Girl Scouts to game - they will present flags for national anthem, get credit fo a badge, and also will be recognized for Girls and Women in Sports Day that is also that week
			Fans can write names of survivors on cards to be hung on wall in arena - local sponsor matching \$1 for each card posted

			Challenged local middle school to penny war - class raising most money will be "Class of the Game" receiving free tickets, VIP seating, free t-shirts, and pizza. Money raised goes to Relay for Life / ACS
			For every 3-pointer made the coach's extended family will donate \$75.00
<b>Union University</b>	Tommy Sadler	Associate Director of Athletics	Teams wearing pink wrist bands.
			Jerseys made in pink auctioned off for breast cancer.
			Pink jersey signed by team and auctioned
<b>FGCU</b>	Jacob Perkins	Marketing Coordinator	Sororities halftime shooting contest to raise money - ACS has forms to donate based on amount of shots for a particular sorority rep makes - each sorority gets table in lobby to pass out stuff
			Women's team wearing pink wristbands
<b>BGSU</b>	Brian Delehoy	Assistant AD - Marketing	Pink stat/game note inserts in programs
			Pink ribbon pins worn by coaching staffs and pink apparel (dress shirt/pants, etc.)
			Pink shoelaces, wristbands, and headbands worn by team
			Think Pink t-shirts for sale - proceeds to local breast cancer society
			Pink popcorn at concession stands

<b>Canisius College</b>	John Maddock	Associate Athletics Director	Invited 300 breast cancers survivors to game and onto court for pre-game introductions
			Pink hats and shoelaces to women attending game
<b>University of Maryland</b>	Kirsten Olson	Assistant Director of Sports Marketing	Free admission for survivors, halftime ceremony honoring survivors
			Donating \$3 of every \$5 ticket purchased online to Susan G. Komen for the Cure
<b>Iowa State</b>	John Eby	Marketing Associate	Three media timeouts: having survivors stand, then anyone touched by cancer in some way stand; trivia contest on breast cancer facts
<b>University of Nebraska</b>	Carrie Vitullo	Marketing Operations Manager	Pink poms for cheerleaders
<b>Marquette University</b>	James McClintion	Marketing Assistant	3 pt. attack: Pledge cards (season ticket holders and available at game), donate for every 3 pt. basket by home team - be sure to announce number made. Also, option for one time general donation, and to mail pledge card & donation if choose not to pay at game
<b>Gulf South Conference</b>	Nathan Salant	Commissioner	Get list of survivors from ACS who are willing to speak about their battles with cancer
			During timeouts and halftime have some survivors tell stories over public address

			Have some act as greeters inside entry to tell their stories one-on-one and hand out literature and donation cards
			Event title: There Is Life After Breast Cancer
<b>Sienna College</b>	Jason Rich	Assistant Athletic Director for Communications	Donate part of ticket proceeds to CRAAB (Capital Region Action Against Breast Cancer -local organization against breast cancer)
			Survivor accompanies each team member to mid court during introductions
			Halftime - present winner of essay contest with scholarship (named after past professor who passed away from breast cancer) to summer sports camp of choice. Essay usually about someone they know affected by breast cancer, can read essay at halftime
			Pink shirts for team warm ups
			Discounted admission to fans wearing pink
			Read stats about breast cancer throughout game
<b>Saint Mary's</b>	Lynn		Selling raffle tickets since November - announce winner at halftime of game. Raffle is for two airline tickets that were donated, raffle tickets are \$1.
<b>Seminole ISP Sports Network</b>	Brent DiGiacomo	Assistant Director of Marketing	Honoring local breast cancer survivors at halftime

<b>UNC Pembroke</b>	Craig Shaffer	Athletic Marketing / Promotions Director	Sponsor paid for t-shirts for both team to wear during warmups and cheerleaders to wear during games
			Fliers asking everyone to wear pink
			Free admission to everyone that wears pink
			Tickets given to all wearing pink for halftime drawing for Vera Bradley bags donated by book store
			50/50 drawing
			One sorority running concession stands - half of profit to be donated
<b>Samford Athletics</b>	Leslie Snellman	Marketing Assistant	contacted several breast cancer awareness organizations in the community and have invited them to come out,
			hand out information and bring survivors to recognize throughout the game
			hand out pink ribbon for the fans to wear
			have pink balloons and order pink polo's for the staff to wear
			shirts to give away as promotional items