



## 2004 VANDERBILT WOMEN'S BASKETBALL ATTENDANCE PROMOTION *FREE STUFF SUNDAYS*

- What:** Every Sunday 2004-05 Vanderbilt Women's Basketball game was themed *Free Stuff Sundays*.
- Who:** The promotion was targeted at families. Our goal was to provide several forms of entertainment at our Sunday games. Families were heavily targeted via group sales (churches, youth sports teams, schools, etc.). We believed our Sunday games were the best opportunity to increase overall attendance.
- Description:** Free Stuff Sundays included a premium item giveaway, Fun 4 Kids, half-time entertainment, and post-game activities.
- Premium Items- We gave away free items to fans at every Sunday game. Items included t-shirts, light covers, shakers, lapel pins, trading cards, foam fingers, and rally towels.
- Fun 4 Kids- We used the South Lobby of our Gymnasium to set up several kid's activities. Activities included free face painters, a sign-making station, and a different cartoon character at each game. We paid for the face painters and the cartoon characters through a local party store.
- Half-Time Entertainment- Every half-time had entertainment geared for families. The best performances were the ZOOperstars, a local mascot basketball game (including the Tennessee Titans and Nashville Predators mascots), and our marching band.
- Post-Game Activities- We scheduled different activities following Sunday games. Activities included lay-ups on the court (3 games), an autograph session with the team (1 game), and a post-game clinic by the assistant coaches and players (1 game).
- Evaluation:** Free Stuff Sundays was a success in its first year. Average Sunday attendance at SEC home games increased from 5,319 in 2003-04 to 6,976 in 2004-05. Free Stuff Sundays was also a good tool for promoting group ticket sales. In the middle of the season, we had to hire an additional face painter due to the popularity of Fun 4 Kids. The fans really enjoyed meeting the players and shooting post-game lay-ups.
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