



UNIVERSITY OF VIRGINIA

DEPARTMENT OF INTERCOLLEGIATE ATHLETICS
P.O. Box 400854, Charlottesville, Virginia 22904-4854

SPORTS PROMOTIONS & MARKETING
(434) 982-5600

NACMA Awards
Single-Day Attendance Promotion, Men's Basketball
2004-2005

"Holiday Family Pack"

December 23, 2004

University of Virginia versus Loyola Marymount University

What: UVA men's basketball versus Loyola Marymount University at 7:30pm at Virginia's University Hall on December 23, 2004. A "Holiday Family Pack" was created to help sell-out the building.

Why: With the basketball game occurring just twenty-eight and a half hours before the strike of Christmas Day, there were 1,600 tickets that had yet to be sold. A promotion was needed to give the Cavaliers the best possible atmosphere for their game with a cross-country rival.

How: Four hundred packs of four tickets, four soft drinks, four hot dogs and four popcorns were created for a price of \$40.00 per pack (a savings of \$42.00 per pack).

The Athletics Department partnered with the purveyor of the concession stands to reduce the retail price of each concession item with the promise to waive commission fees assessed on the popcorn, hot dogs and drinks.

The Athletics Department partnered with the soft drink supplier for donation of 1,600 sixteen ounce cups so not to cut into the inventory of the larger, plastic souvenir cups normally sold on game day (virtually eliminating any losses by the concessions group).

The ticket office grouped 400 packs of four tickets in an envelope while the marketing staff stuffed each envelope with 1,600 concession vouchers (*see enclosed sample*).

When: The promotions concept was approved on Monday, November 29. The launch of the promotion occurred on Tuesday, December 7 with sale to the general public. All 400 packs were sold by Friday, December 10 at noon.

Who: The marketing office worked with Wachovia to distribute "bookmarks" with candy canes through the teller windows in three area locations (*see enclosed sample*).

The State Farm Insurance regional office posted table tents in their branch cafeteria and offered it as a program for its employees (with State Farm underwriting \$4.00 of every pack sold to every employee).

The county's public affairs officer for the government office circulated a notice of the "Holiday Family Pack" via email through all of their departments.

Several civic groups (including Rotary and Kiwanis) were approached about having this game act as a holiday outing for members and their families.

UVA Health Systems circulated a memorandum throughout all of the hospital, notifying employees of this special.

Three local radio affiliates supported the sale of the packs through live liners on morning radio programs.

Where: Additional advertisement strategies included the athletics website, a spot in the local newspaper as well as 2,000 box top flyers that were distributed through three Domino's locations (*see enclosed sample*).

Result: UVA won in overtime. In front of a sold out crowd of 8,392 fans, the energy of the full house helped the Cavaliers to the 79-77 victory.

HOLIDAY FAMILY PACK SPECIAL



VIRGINIA
MEN'S BASKETBALL

vs

Loyola Marymount
December 23rd • 7:30 PM

4 Tickets
4 Hot Dogs
4 Popcorns
+ 4 Drinks



+



\$82 Value For Only

\$ 40.00

Only 400 Packs Available!

To order call:

800-542-UVA1

by noon on Dec. 23rd



**VIRGINIA
MEN'S BASKETBALL**
vs
Loyola Marymount
December 23rd • 7:30 PM

Redeem At Any Concession Stand

- One Hot Dog
- One 16 ounce Pepsi Fountain Drink
- One Popcorn

(good only on December 23, 2004 at University Hall)



Only 400 Packs Available!

\$12.00	VIRGINIA	\$12.00	EVENT
	vs.		6
SEC.	VIRGINIA	SEC.	
ROW	Loyola Mary.	ROW	
SEAT	December 23, 2004	ROW	
ADM	University Hall	SEAT	
GATE	STUDENT SECTION	ADM	
	NO REFUNDS / NO EXCHANGES	GATE	