



Mascot Basketball game (Halftime entertainment)



Who: (Target audience)

This was an atmosphere promotion aimed at entertaining the audience at halftime of one of the Wichita State men's basketball games.

What: (Items needed)

Several mascots from local businesses were used in this halftime event. Wichita State made this a full court basketball game, but none of the usual NCAA basketball rules were enforced - the mascots were given full reign of the court.

When: (Time to hold promotion)

The mascot basketball game was a halftime event, although the mascots were allowed to roam the concourse of the Kansas Coliseum before and during the game, meeting with the fans. The mascots were allowed to hand out fliers, business cards, and other material that promoted their place of business.

Where: (What events)

Wichita State men's basketball game against the Indiana State Sycamores on January 7, 2003.

How: (Steps to completing the promotion)

Once the date for the promotion was set, a Wichita State marketing representative began calling local businesses to see if their mascot would be available for the halftime basketball game. The marketing representative only called those businesses known to have mascots. Referrals were encouraged, as there were some businesses with mascots that were not known to the marketing representative. Twelve businesses agreed to have their mascot in the game. The mascots, and one attendant per mascot, were given free tickets to the Wichita State men's basketball game. Water was also provided to the mascots as needed. Advertising for this promotion was done via television and radio.

Contact: (Who to contact with questions)

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