



WESTERN KENTUCKY UNIVERSITY
Atmosphere Promotions



RED TOWEL TIME

- Who:** All Western Kentucky University fans waving our school's signature red towel.
- Purpose:** Our fans continually stress the importance of WKU traditions and emphasize the importance of maintaining those traditions. Our fans view waving the red towel as one of our oldest and most valued tradition. Therefore, Red Towel Time was created to revive this tradition of waving red towels at our basketball games.
- What:** Items Needed:
- ? Live Camera Feed on Videoboard
 - ? Red Towel
 - ? Sponsor Gift Certificate
 - ? Sponsor Graphic
 - ? Sponsor T-Shirt
- When:** Every Men's and Women's Basketball Game at the 8 Min Media Time-Out of the Second Half
- How:** Provided is a brief description of how this promotion is conducted:
- ? During the 8 min. media time-out in the second half at our basketball games, the announcer declares that it is Red Towel Time.
 - ? The song "Red Towel Time", which was written specifically for WKU pertaining to the tradition of Western Athletics, is played over the arena sound system.
 - ? The camera cuts to our school mascot, Big Red, who is canvassing the crowd. Big Red is trying to find the fan who very energetically waving a red towel with pride.
 - ? After much searching, Big Red chooses a winner and presents him or her with a gift certificate and t-shirt from the sponsor, the University Bookstore.
 - ? This is all projected on the video board where the sponsor's graphic is displayed on a Red Towel Time graphic similar to that of a Fan Cam graphic.
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