



# WU Shock 1 Blimp

(Unique Inventory Opportunity)

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**What: (Briefly describe the revenue generating idea)**

WU Shock 1 Blimp is a 13' remote controlled blimp that flew during pregame and at halftime of 16 Wichita State men's basketball games.

**How: (How did you come up with this idea?)**

The WU Shock 1 Blimp not only provided Wichita State business partners a chance to advertise on an unique, crowd pleasing, product, it also provided them a chance to promote their business through promotions of their own. The blimp was able to drop such things as key chains and food coupons into the crowd below. These items promoted the Wichita State blimp partners. This was a very effective way for businesses to reach Wichita State fans. The blimp not only pleased crowds and promoted business partners, it also was an unique source of revenue for Wichita State. The WSU WU Shock logo adorned the front of the blimp, with the sides of the blimp being utilized for advertising space.

**Contact: (Who to contact with questions)**

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