

### *Orange Card*

As a way to boost attendance to Women's basketball, Women's Volleyball, and Women's Soccer the BGSU marketing staff created the Orange Card. For the one time fee of \$59.00 fans received general admission to all three sporting events all season long. Not only did the Orange Card boost season ticket numbers to all three sports, it allowed fans of all three sports a convenient ticket package option and a chance to save up to 55% on season tickets. At a discounted rate, the Orange Card also allowed fans of one sport to experience others.

#### Press release:

Score tickets to every Women's Basketball, Volleyball and Women's Soccer event with the Orange Card! For only \$59, you can purchase the recently introduced Orange Card and go to all home Women's Basketball, Volleyball and Women's Soccer games. You'll save over 55% on the total cost to watch over 30 women's athletic events.

#### Ticket brochure information:

Our newest ticket package option for Falcon Athletic fans, the Orange Card combines the excitement of Women's Basketball, Women's Soccer and Women's Volleyball all into one. All cardholders receive general admission seating to any regular season home games in all three sports, all season long!

#### Success Rate:

The Orange Card resulted in a 30% increase of season tickets for women's athletic events

**2005-06**  
**NACMA Awards Entry**  
**University at Buffalo**



**Season Ticket Sales**  
**Campaign**

## Project Overview

The University at Buffalo Division of Athletics in cooperation with the University at Buffalo Publications department embarked on the development of a comprehensive basketball season ticket sales campaign in the summer of 2005.

The theme of the campaign, "Don't Just Hear About It, Experience It," was a follow-up from the 2004 campaign. Sales materials included a season ticket brochure, campaign poster, pocket schedule, and envelopes.

In addition, a secondary campaign was created specifically in support of ticket sales to Buffalo faculty and staff. The faculty and staff campaign used incentive gifts such as a Buffalo Bulls clock and concession/program vouchers to incent faculty and staff to support the 2005-2006 basketball program.



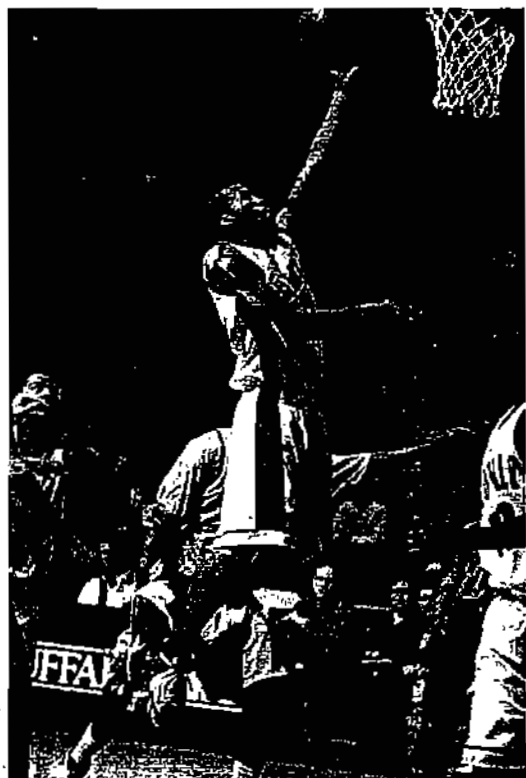
**Support Materials Enclosed**

- 2005-2006 Buffalo basketball season ticket brochure
- Promotional envelope
- Campaign pocket schedule
- Campaign poster
- Faculty and staff season ticket brochure
- Faculty and staff flex pack brochure
- Cardboard promotional stand-ups
- 2005-2006 UB basketball image television spot,  
"Experience It"



## Contributors

- Dawn Reed, Director of Women's Marketing and Special Projects
- Andrew Wilcox, Director of Ticket Sales and Special Events
- Jill Rexinger-Kuhn, Director of Promotions and Game Presentation
- Lori DeFranco, Director of Ticket Operations
- University at Buffalo Publications Department
- Ent/Gates Productions



**Results**

Results of the 2005-2006 University at Buffalo season ticket campaign realized a total sales increase of \$50,000. Buffalo also reached a new mark in regard to sales of season tickets and flex packages to Buffalo faculty and staff members.





# UC DAVIS ATHLETICS

2006 NACMA  
"Best of" Submission

<b>Award category</b>	Season Ticket Sales Campaign
<b>Promotion</b>	Football Season Tickets
<b>Objective</b>	To increase the number of season ticket holders.
<b>Description</b>	<p>As we have done in the past, UC Davis Athletics sent out renewal letters to all season ticket holders. In addition, we had interns call existing season ticket holders to personally thank them for their support. UC Davis Football posters and Season Ticket Applications were sent out to community members in the region, local schools grades K-12, and corporate partners. UC Davis also provided tickets to local radio stations to give away to listeners.</p> <p>Once the 2005 Football season came to a close, UC Davis Athletics already started publicizing for next fall with the Football Night promotion at the January 28th Basketball game. As a special promotion, we offered everyone the opportunity to buy season tickets now and they will receive priority seating once the new football stadium is completed.</p>
<b>Contacts</b>	<i>UC Davis Athletics Staff and Interns:</i> Scott Brayton, Brian Otis, Valerie Owyang, Christina Toy, Mike Dobransky, Greg Ortiz, Stephen Sampson, Chris Perry, Erin Crain. 530-752-2699



# UC DAVIS ATHLETICS

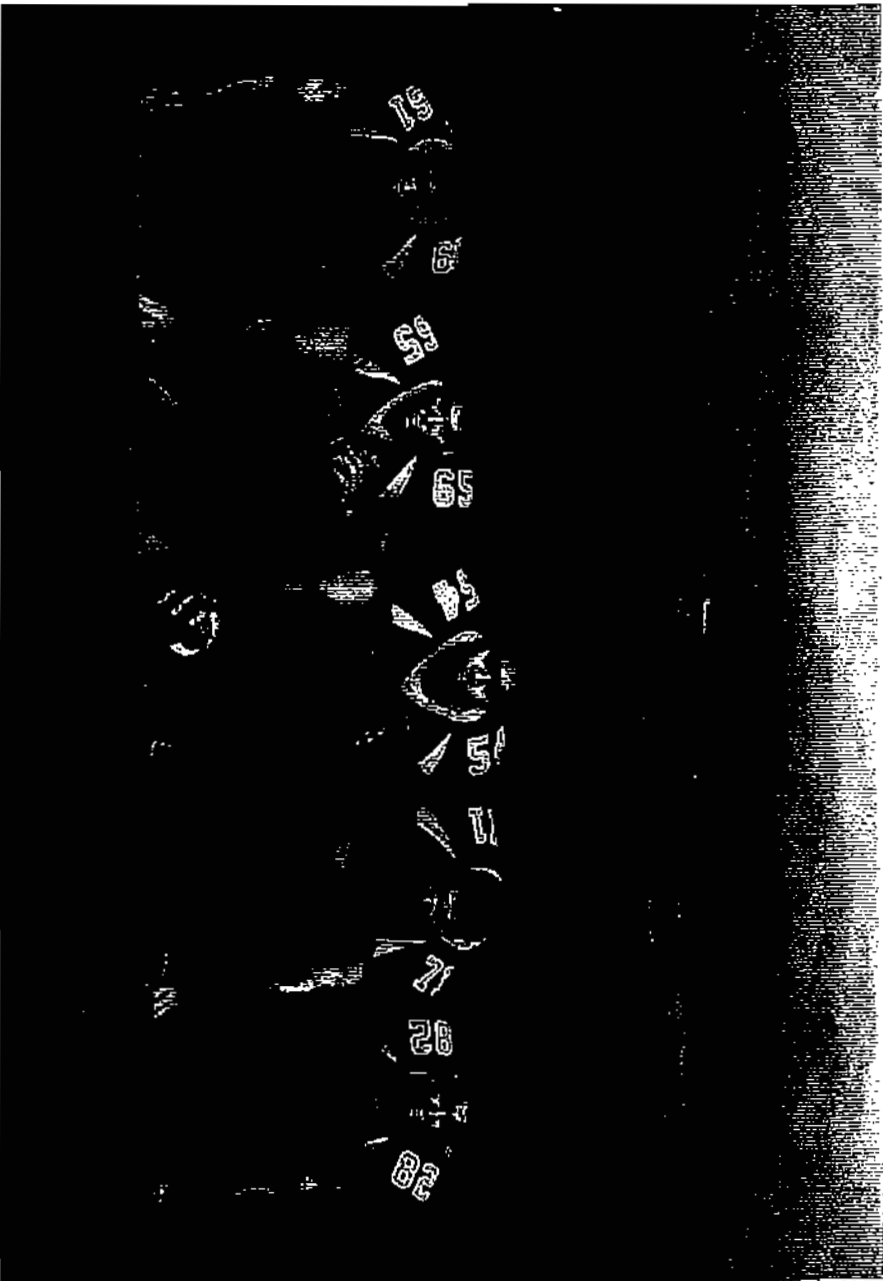
2006 NACMA  
"Best of" Submission

<b>Award category</b>	Season Ticket Sales Campaign
<b>Promotion</b>	Men's Basketball Poster Schedules
<b>Objective</b>	A print advertisement to promote UC Davis Athletics and aid in selling season tickets for the upcoming basketball season.
<b>Description</b>	This poster schedule was distributed before and during the men's basketball season, promotion all the home games in a poster form that fans like to display in their homes, dorm rooms and businesses. Additionally, it serves as a season ticket form on the back, giving the fans an opportunity to purchase season ticket packages. This poster was then distributed with the Sunday edition of the Davis Enterprise, the local newspaper for the Davis community.
<b>Contacts</b>	<i>UC Davis Athletics Staff and Interns:</i> Scott Brayton, Brian Otis, Valerie Owyang, Christina Toy, Mike Dobransky, Greg Ortiz, Stephen Sampson, Chris Perry, Erin Crain. 530-752-2699



- CATEGORY:** Season Ticket Campaign – Football – “Cal Football: 123 Years and Counting”
- Please reference tv/radio/brochure materials submitted for other categories.*
- OBJECTIVES:** Recognize our 123 years of Cal Football history, but do it in a way that alumni/fans of all ages can appreciate and get excited about. A classic Cal look, product identification and a touch of humor to lure fans in.
- OVERVIEW:** The “Cal Football: 123 Years and Counting” carried through all of our materials, except for the outdoor advertising where we wanted to feature our Offensive Line and Defensive Backs. We did use the classic looking Cal logo in the gold circle on the billboards though, which we created for this campaign.
- 200,000 brochures sent to alumni and prior customers in the Bay Area.
  - Extensive billboard campaign in the SF Bay Area – consisting of 14’ x 48’ bulletins, 30 sheet posters, wallscapes, 125 bus tails and transit (BART) station signage.
  - Radio and TV spots submitted
  - A combination of video emails, online advertising, telemarketing, etc was also used but these elements above really showcased the overall season ticket sales campaign from a consistency standpoint.
- RESULT:** Season ticket base **increased by 21%** over the 2004 season –new Cal record of over 40,000 season ticket holders.

**CONTACT:**  
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Director of Marketing and Sales  
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FIFTEEN HUNDRED POUND  
POCKET PROTECTOR.**



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**CalBears.com**



**AN ELECTRIC FENCE.  
THE HOOVER DAM.  
CAL'S SECONDARY.**



**(800) GO BEARS  
CalBears.com**



## UNIVERSITY OF FLORIDA

University of Florida  
Group I  
Season Ticket Sales Campaign

### Women's Basketball Season Ticket Campaign

This year the theme for women's basketball was a movie theme using the phrases "Coming Soon" and "Now Playing". All promotional materials associated with women's basketball were created to resemble that of a movie. The season ticket campaign used "Coming Soon" to its advantage and helped to record the most successful season ticket sales year.

The women's basketball season ticket sales campaign used many tools that had not been utilized before. This was the first season that there was an opportunity for men's basketball season ticket holders to purchase women's season tickets right on the men's ticket order form. Women's season ticket brochures were also created and sent out to a database compiled by the ticket office. Not only were hard copies of the ticket brochure sent out but this year season ticket information was sent out to the 29,883 members of the Gator ticket office email list and an additional 9,410 Gator Booster email addresses with over 1,300 boosters in Alachua County.

As an incentive this year if fans became season ticket holders within the first three weeks tickets went on sale they were invited to a "Meet the Team" dinner for the first 150 who RSVP'd. The dinner was a success with 150 season ticket holders in attendance. They were able to eat with players and coaches. Another incentive was that season ticket holders would be invited to a practice which is an exclusive opportunity just for season ticket holders.

This year's campaign also included the use of the new women's basketball booster group which used word of mouth marketing to attract new boosters and season ticket holders. To be a booster you had to purchase season tickets. Each booster was asked to invite ten friends to a game in hopes of expanding the booster group and season ticket holders.

For the 2004-05 season there were 280 women's basketball season passes, however that number included the Gold card which is a pass that can be purchased to attend all volleyball, women's basketball and gymnastics events. In 2004-05 there were just 24 women's basketball only season tickets sold. For the 2005-06 season there are 583 season passes including Gold card holders, of which 288 are non Gold card members. This season ticket campaign was a tremendous success with an increase of 264 new women's basketball season ticket holders.



## Seminole Women's Basketball Season Ticket Campaign

### CAMPAIGN DETAILS:

This year in an effort to jump start season ticket sales and increase the season ticket base for Florida State Women's Basketball, a third party was hired to assist with creating a brand position for the program. From those meetings the following core brand message was developed.

*"for families in the Tallahassee area and FSU Students who are looking for inexpensive entertainment, FSU women's basketball provides real connectedness to a winning sports program and all of the excitement and drama associated with the elite level of college basketball"*

Season ticket prices were reduced to \$20 for adults and \$10 for children and seniors. This was done to jump start the project and generate some excitement about women's basketball in Tallahassee, which for the most part has never existed. The team was coming off a NCAA tournament bid and a national ranking. Instead of a direct mail technique to selling tickets, we took the grassroots approach which put our players and coaches out in the public to sell tickets by interaction. Throughout the preseason, members of the team and coaches attended senior days, community block parties, football tailgate parties, elementary schools, to name a few. There was at least one grassroots opportunity planned each week to get the team out and meet with potential season ticket holders.

In addition to grassroots approach, the slogan of "Play with Heart, Play Like a Girl" was developed. It was an unapologetic way to state that women should be honored for someone to say "you play like a girl". The many slogans and phrases that went along with this tag line at first caught people by surprise and got them thinking about women's basketball. Seven billboards were placed around town with the slogan on it. Posters, schedule cards, newspaper ads, radio and tv spots all focused on the "Play Like a Girl" slogan.

With the help of the program booster group, the Hoop Troop, grassroots efforts and branding of the "Play Like a Girl" slogan, season ticket sales grew by 92% in one year. Due to the great response, we had a season ticket holder party following the first home ACC game. We are planning to continue with the same prices and strategy for next season and beginning many of the grassroots efforts starting this summer.

**SEMINOLE**  
ATHLETICS MARKETING





**MARKETING TOOLS:**

- **Third party**
- **Heavy Grassroots Marketing using team and coaches in the community (at least one event/week from Sept-Nov.)**
- **Branding of the "Play Like a Girl" message through all media types and promotional materials.**
- **Use of booster group, the Hoop Troop, to help solicit season ticket holders**
- **TV/Radio spots**
- **Billboards**
- **Website**
- **Season Ticket Cards**
- **Flyers placed on parked cars**

**Season Tickets Sold:**

**2004-05 season = 295**

**2005-06 season = 567, 92% increase**



**SEMINOLE**  
ATHLETICS MARKETING



# GEORGETOWN AND THE NEW BIG EAST



# SIMPLY THE BEST!

Buy your 2005-2006 season tickers and see Coach Thompson, BIG EAST Co-Rookie of the Year Jeff Green, and Third Team All-BIG EAST Brandon Bowman hit the court at MCI Center!

Come see the Hoyas in action as they take on non-conference opponents including Duke and Vanderbilt.

As well as, BIG EAST match-ups with Syracuse, Pittsburgh, West Virginia, and new conference opponents Cincinnati and South Florida!

All games are played at MCI Center, 12 games at \$240!

## 2005-2006 GEORGETOWN MEN'S BASKETBALL HOME SCHEDULE

Date	Opponent	Date	Opponent	Date	Opponent
Nov. 26	Vanderbilt	Jan. 17	SOUTH FLORIDA	Feb. 9	ST. JOHN'S
Dec. 11	Fairfield	Jan. 21	Duke	Feb. 12	WEST VIRGINIA
Dec. 21	Savannah State	Jan. 28	CINCINNATI	Feb. 22	RUTGERS
Jan. 5	PROVIDENCE	Feb. 5	PITTSBURGH	Feb. 25	SYRACUSE

FOR COMPLETE SCHEDULE VISIT [WWW.GUHOYAS.COM](http://WWW.GUHOYAS.COM)

**GEORGETOWN WOMEN'S BASKETBALL:** Terri Flournoy and the Hoyas will be taking the court on campus at McDonough Arena. Come support the Hoyas by purchasing season tickets for \$65.



That's 13 home games including top-notch BIG EAST action and exciting out of conference matchups!

## 2005-2006 HOYAS SEASON TICKETS

I want to purchase  Men's Season Ticket(s) / I want to purchase  Women's Season Ticket(s)

Name:

Address:

City/State/Zip:

Phone (day):

Phone (evening):

Email:

<input type="checkbox"/>	A: \$240
<input type="checkbox"/>	B: \$180
<input type="checkbox"/>	C: \$60

Enclosed please find my check for \$  / Or charge my:  Visa  MasterCard  American Express  Discover

Account Number  Expiration Date

For more information call 1-800-687-6440



# Grand Valley State University Football Season Ticket Sales Campaign "RELOAD"

## Football Season Ticket Sales Campaign: "RELOAD"

**Concept:** This multi-media Grand Valley State Football campaign was to promote the GVSU football program and generate season ticket sales by creating community awareness. The Laker football has had tremendous success over the past four seasons including three trips to the NCAA national finals and two national championships. The 2004 season was led by first year head coach Chuck Martin and finished with a 10-3 record a trip to the NCAA quarterfinals. So entering the 2005 season we wanted to have some fun with our campaign. We thought a movie theme would be a great way to showcase the Laker Football Experience!

"Reload" captured the meaning "we will be back" and allowed use the creativity to blend championship football with our game day excitement. We wanted to translate greater awareness of the experience into support through season ticket sales and attendance.

This campaign was conceptualized to introduce GVSU's second year head football coach Chuck Martin and the new look Lakers to the community. This campaign appeared on local and regional media. From the west Michigan community to alumni, students and staff we encouraged all to experience game day at Lubbers Stadium.

**Results:** We created greater awareness from the campaign about Laker football and we saw an increase in season tickets. We also set school and conference records for average attendance per game at 11,522 which was an increase from 10,779 (2004). The 2005 Lakers went 13-0 and won their third national championships in five years.

Doug Lipinski  
Assistant Athletic Director for Marketing  
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lipinskd@gvsu.edu



# IPFW Men's Basketball Season Ticket Renewal

*Your 2005-2006 IPFW Basketball  
season tickets are on the Ground Floor!*

*When you renew your IPFW Men's Basketball  
Season Tickets, you're getting in on the ground floor  
of an exciting, new era of Mastodon athletics!*

*Your 2005-2006 season tickets include 12 regular season  
home games and one exhibition. What's more, your  
early season ticket renewal permits you the first opportunity  
to order additional tickets for the December 18 game with  
the University of Notre Dame. When you purchase your  
2005-2006 season tickets, you can buy as many additional  
tickets for the Notre Dame game as you wish...there's no  
limit. As a current season ticket holder, of course, you  
will have first rights to your current seat locations from  
this past season, and your additional ND tickets will be  
assigned on a first come/first served basis. In other words,  
get your ticket renewals in early!*

## *Tentative Home Schedule (Subject to change)*

### **Nov**

- 9 Exhibition TBA**
- 19 Loyola-Chi. (Homecoming)**
- 23 Valparaiso**

### **Dec**

- 10 Bowling Green**
- 18 NOTRE DAME**
- 22 Weber State**

### **Jan**

- 5 Longwood**
- 9 Tri-State**

### **Feb**

- 15 Texas A&M-CC**
- 22 S. Dakota St.**
- 26 N. Dakota St.**

### **Mar**

- 1 Texas-Pan American**

**Eastern Michigan To be Scheduled**



*IPFW Men's Basketball Coach*

**DANE FIFE**

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Daytime Phone: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

## **ALL SEATS RESERVED**

Royal Dons Members/  
Faculty/Staff **\$75**

General Public **\$90**

Additional Notre Dame Tix **\$15 each**

# of 2005-2006 Season Tickets \_\_\_\_\_

# of Additional Notre Dame Tix \_\_\_\_\_

Royal Dons Membership (Optional) \_\_\_\_\_  
(Minimum contribution for reduced price... \$100)

**Total Paid/Charged** \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Early Renewal Offer Expires April 30!**

Mail this form to:  
 IPFW Athletic Tickets, 2101 E. Coliseum Blvd.,  
 Fort Wayne, IN 46805

# Iowa State Cyclones

## NACMA Awards Entry Men's Basketball Season Tickets

### Season Ticket Sales Campaign

**Who:** All Iowa State Men's Basketball fans

**What:** Men's basketball season ticket campaign

**When:** 2005-06 Iowa State Men's Basketball Season

**Results:** Every aspect of the Iowa State University Men's Basketball season ticket sales campaign incorporated the "I Will" theme inspired by the Cyclones first African-American student-athlete, Jack Trice. The continuity could easily be seen throughout the entire campaign, which included television and various print and web advertisements. Season ticket sales experienced a 110% renewal rate, and nearly 800 more season tickets were purchased for the 2005-06 season than the 2004-05 season. Furthermore, nearly 2,400 five and eight game mini-packs were sold. Mini-packs gave price conscious consumers the ability to choose what games to attend, which excluded the game against the University of Iowa. These packages exceeded their revenue goal by 150%.

Overall, sales of season, mini-pack, and single-game tickets exceeded their budgeted revenue goal by more than \$150,000.

Submitted by:  
Nathan Terry  
Assistant Director of Marketing & Sales

Tom Hinrichs  
Marketing Assistant





# Marquette Men's Basketball

## NACMA Award Entry Season Ticket Sales Campaign 2005 – 2006

- Who:** Potential Marquette Basketball Season on 5-Pack Ticket Holders
- What:** Marquette Men's Basketball Full Season and 5-Pack Ticket Packages
- When:** 2005-2006 Men's Basketball Season
- Where:** Southeastern Wisconsin
- The Idea:** To increase season ticket base for men's basketball by launching an all-out ticket sales campaign. To accommodate those unable to attend all games, we also promoted sales of our two separate 5-game plans. Our goal for the season was to sell 350 new season tickets and 900 full season equivalents (FSE). FSE calculated by adding full season sales (equivalent to 1 FSE) and 5-game plans sold (equivalent to 5/18 FSE).
- How:** Telemarketing Sales  
Beginning the first week of June, 2005, we began telemarketing sales for full season ticket sales for the 2005-2006 Marquette Men's Basketball season. The staff we assembled consisted of six summer ticket representatives that were all students at Marquette. In July we added two full-time marketing interns, whose main focus for their first couple months was season ticket sales. When the BIG EAST Conference opponents were announced in mid-July we created two 5-game plans that were also offered during telemarketing sales.
- The first week of June was spent training our ticket representatives to properly make a sales call. We covered proper phone etiquette, rebuttals, and prepared them for any situation that may occur during a sales call. We also educated the reps about the team and the product they were going to sell. Our two main focus points were the inaugural season in the BIG EAST Conference and our incoming recruiting class, which ranked in the top five in some national publications. We also made sure that the ticket reps knew the facility, the Bradley Center, thoroughly so that they could properly answer any seat location questions accurately. Another thing we encourage ticket reps to do is to meet potential

ticket holders at the Bradley Center so that they know exactly what to expect from their seats.

The first people that were contacted were those that called during or shortly after the 2004-2005 season with interest in obtaining season tickets for the upcoming season. We also contacted everyone who had purchased 5-game plans for the 2004-2005 season to see if they were interested in upgrading to full season tickets for the 2005-2006 season. Other lists provided were recent cancelled season ticket holders, 2004-2005 individual game ticket buyers, recent Marquette graduates, and parents of Marquette students.

In hopes of making telemarketing sales more efficient, we used the technology available in the university's "Call Center" to make sales calls. The "Call Center" is used during the school year by the university's development department to solicit donations to the university. We were able to load our contact lists into the computer's database and make calls from the computer. Once a call is made on the computer, it stores the information as either a completed call or a missed call. The ticket rep can then edit the person's account on the computer, so that when they call again they have notes of previous calls.

#### Remote Location Marketing

To collect contacts of potential season ticket holders, we also wanted to be active in the community by providing a booth at events with similar target markets.

The place where we have traditionally collected the most contacts has been the Wisconsin State Fair. The Fair, which lasts ten days, is a revolving door of potential season ticket holders from throughout the state of Wisconsin and beyond. Marquette University had a 10 foot by 20 foot booth located in the Wisconsin Products Pavilion, one of the highest traffic areas at the fair. In the Marquette booth we had merchandise for sale, a pop-a-shot for children, and a continuous video with highlights of Marquette athletics. We also held a daily raffle for a Marquette fan pack which included several Marquette basketball items. On average there were 300 names collected daily, for a total of approximately 3,000 contacts for our telemarketing sales.

At freshman move-in day we positioned ticket reps outside each of the dorms and handed out flyers and answered questions regarding ticket plans. Our main focus of this event was to sign up students for season tickets, but we were also able to collect contact information from parents.

We had a booth at the US Bank Championship, a four-day PGA Tour Event held at Brown Deer Park. We chose this event because the fan base is mostly local, interested in sports, and middle to upper class, which matches our season ticket holder demographics. It was our first year at the event so we really weren't sure what to expect, but despite poor weather conditions, we were able to collect 341 contacts.

### Direct Mail

Late in the season ticket sales campaign we purchased a list from a mailing house called Johnson Direct. The sales piece (enclosed) is a three-fold piece that includes a message from our coach, 2005-2006 schedule, seating chart, and individual photos of each member of the team. The piece highlighted our two 5-game plans. The piece was mailed out to 9,000 households in northeast Illinois and the Fox Valley region of Wisconsin that fit the criteria of sports magazine subscribers who also watch sports TV programs on ESPN, Fox Sports, Sportscenter and Sports Reporters.

### Email Blast

As another attempt to specifically target sports fans, we sent an email blast to 5,000 people in southeast Wisconsin with cbssportsline.com accounts who chose Marquette as one of their favorite teams. The email we sent is attached.

### Outside Advertising

Since it was our first season in the all new BIG EAST Conference, we decided to team with an outside advertising group, The Zizzo Group, for our 2005-2006 ticket sales campaign. The Zizzo Group is a local advertising firm that is very familiar with the Milwaukee area. This year's campaign revolved around the slogan "Big Things are Happening" and the "coursework" of BIG EAST 101.

Our goal was to keep our advertising for our ticket campaign consistent. We purchased a billboard along the busiest stretch of I-94 that was visible when entering the city which featured the slogan "We're all out of Cupcakes". This slogan was also used in print, internet, and radio advertising. The billboard ran from mid-October to mid-December and the other ads ran throughout our sales season. Attached is our ad schedule and copies of the billboard, radio, print, and online advertisements.

### **Results:**

After setting our expectations high, we were still able to surpass our goal of 900 FSE. For the season we sold 633 new full season tickets, which nearly doubled our goal of 350 new season tickets. We also sold 1,031 5-game plans to bring our total FSE to 919.39. We collected over 3,000 contacts with at least moderate interest in Marquette basketball that we can include in future mailings and marketing plans. We also learned a lot about our fan base and discovered ideas that will help us as we continue to increase our season ticket base.

Guenther, Michael

cbssportslive.com Email

**From:** Pintens, Craig  
**Sent:** Thursday, February 02, 2006 3:20 PM  
**To:** Guenther, Michael  
**Subject:** HTML Email



## FIVE GAME PLANS ARE PERFECT STOCKING STUFFERS



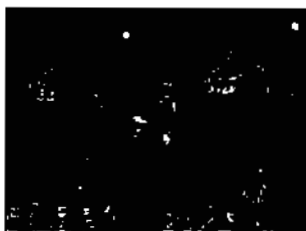
Are you still searching for that perfect gift for the Marquette fan on your list? Or better yet, why not treat yourself this holiday season. Beginning at just \$45, the Marquette five game plans are at the top of every college basketball fan's wish list. Reserve your seat for the best games on our schedule, including each home BIG EAST game.

<b>GOLD PLAN</b> <a href="#">(Click for details)</a>	<b>BLUE PLAN</b> <a href="#">(Click for details)</a>
Notre Dame	UConn
Cincinnati	DePaul
Georgetown	Pittsburgh
Providence	St. John's
Oakland	San Francisco

[Gold Plan](#) | [Blue Plan](#) | [Bradley Center Seating Chart](#) | [Bradley Center 3-D Seating Chart](#) | [Marquette Tickets](#)

## MARQUETTE WINS GREAT ALASKA SHOOTOUT

Marquette won its second Great Alaska Shootout in its last two trips with a thrilling 92-89 victory against South Carolina in overtime. Forward **Ryan Amoroso** scored 30 points, including the last five of the game, to help Marquette to its second Carrs/Safeway Great Alaska Shootout title with a 92-89 overtime victory over South Carolina at Sullivan Arena. Tournament Most Outstanding Player **Steve Novak** poured in 28 points for the Golden Eagles (4-1), who added the 2005 title just four years after winning their first one.



[Great Alaska Shootout](#) | [Marquette Men's Basketball](#) | [Marquette Tickets](#)

### QUICK FACTS



**BACK TO BACK ROOKIES OF THE WEEK**

The Marquette men's basketball program has earned its second consecutive BIG EAST Rookie of the Week as freshman guard **Jere McNeal** (Chicago, Illinois) was named this week's winner. It was announced by the conference on Monday. Freshman guard **Dominic James** won the award last week.

**AMOROSO NAMED "STAR" OF THE WEEK BY COLLEGE INSIDER**

## University of Maryland at College Park 27 Sports, 1 Team

### The Branding

During the summer of 2005, Maryland Sports Marketing began an effort to create a new brand for Maryland Athletics. The brand concept was created with two primary objectives:

- Unify all revenue and Olympics sports under one thematic representation;
- Develop a consistent look and feel to all marketing materials.

We developed a list of brand attributes that included Tradition, Leadership, Student-Athlete and Forward-Thinking. When we researched models of successful brands that encompassed multiple sports, there was one clear leader. The Olympic Games successfully markets 35 distinct sports and over 400 special events – and yet maintains an overall identity that supports its mission statement.

Using the Olympics as a model, we developed the new Maryland brand of “27 Sports, 1 Team.” Graphically, we created 27 individual sport icons – similar to the Olympics use of individual sport icons – and developed artwork that brings them all together. The chart was purposefully designed to look like a periodic table of elements to reinforce the ties our athletes have to education.

The new “27 Sports, 1 Team” branding was launched in Fall 2005 with a multi-year promotional commitment.



### Season Ticket Sales Campaign

- **Football:** With a loyal season ticket holder base of nearly 30,000, we were eager to maintain their support heading into the 2005 season. Coming off a 5-6, no-bowl year, we produced a special DVD to keep interest and excitement high. The DVD contains a specially-produced ACC Preview, 2004 Season Highlights and features on Maryland’s Coaching Legacy, Bowl Game History and other tidbits. The DVD was direct-mailed to all season ticket holders and, despite the disappointing year in 2004, we were able to maintain a 92% renewal rate. In addition, we direct-mailed the DVD to a targeted list of potential customers – and ultimately ended our sales period with the largest number of season ticket holders in Maryland history. *Please note: The Football DVD was produced prior to the introduction of the “27 Sports, 1 Team” branding.*
- **Men’s Basketball:** Despite its decade-long sold-out status, we felt it was important to maintain the status of the program and make our loyal fans feel intimately connected to the program. Therefore, with no sales goals of any kind, we created a limited-edition (3,000 copies) of a patented mini-DVD. The DVD contained 2004 Highlights, a feature on the history of Maryland Basketball and a brief Women’s Basketball preview. The piece was well-received by season ticket holders and helped solidify the program’s position as one of the nation’s elite.



PRESORTED  
FIRST-CLASS MAIL  
US POSTAGE  
PAID  
MEMPHIS, TN  
PERMIT NO. 207

THE UNIVERSITY OF MEMPHIS  
124 ATHLETIC OFFICE BUILDING  
ATHLETIC TICKET OFFICE  
MEMPHIS, TN 38152-3730



# BIG TIME COLLEGE HOOPS



**TIGER  
SEASON  
TICKETS  
ONLY  
\$100**

WHILE THEY LAST

Season Ticket  
Brochure

# SEE THE BIG BLUE FOR A LITTLE GREEN.

IT'S GOING TO BE BIG! RETURNING STARS AND AND SOME STELLAR NEWCOMERS HAVE ONCE AGAIN PUT THE TEAM IN THE NATIONAL SPOTLIGHT. **SEASON TICKETS ARE AVAILABLE NOW FOR JUST \$100.** THAT'S 19 HOME GAMES IN THE NEW FEDEXFORUM, COMPLETE WITH EVERYTHING YOU LOVE ABOUT COLLEGE BASKETBALL. THE BAND, THE CHEERLEADERS AND THE TRUE BLUE FANS, ALL FOR \$100. DON'T MISS A SINGLE SECOND OF WHAT COULD BE A HISTORIC TIGER SEASON. THERE ARE A LIMITED NUMBER OF THESE SPECIALLY PRICED TICKETS AVAILABLE SO ORDER YOURS TODAY!

## TIGER BASKETBALL: A MEMPHIS TRADITION

### 2005-06 HOME SCHEDULE

#### NOVEMBER 05

03 LEMOYNE-OWEN 7 PM  
(EXHIBITION)  
07 CHRISTIAN BROTHERS 7 PM  
(EXHIBITION)  
15 WISC-MILWAUKEE 7 PM  
28 LAMAR 7 PM  
30 JACKSON STATE 7 PM

#### DECEMBER 05

20 LOUISIANA TECH 7 PM  
27 GONZAGA (ESPN2) 6 PM  
30 PURDUE 7 PM

#### JANUARY 06

02 TEXAS (ESPN) 1:30 PM  
04 MTSU 7 PM  
09 WINTHROP 1 PM  
14 SMO 7 PM  
19 TENNESSEE (CSTV) 7 PM  
26 UAB (CSTV) 8 PM  
28 UCF (CSTV) 12 PM

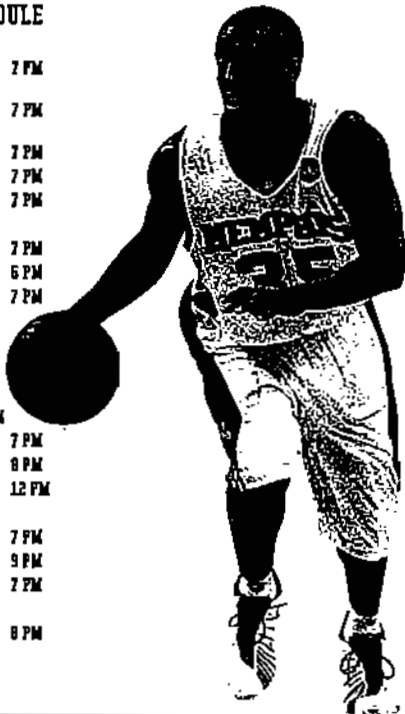
#### FEBRUARY 06

14 SOUTHERN MISS 7 PM  
22 UTEP (ESPN2) 9 PM  
25 TULSA 7 PM

#### MARCH 06

04 HOUSTON 8 PM

Dates & times subject to change.  
Game times are CST.



CALL 678-2331 | GOTIGERSGO.COM

## 2005-06 SEASON TICKET ORDER FORM



I WOULD LIKE TO  
ORDER \_\_\_\_\_  
SEASON TICKETS AT  
\$100 EACH.  
+ HANDLING FEE \$5

TOTAL \$ \_\_\_\_\_

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
DAY PHONE \_\_\_\_\_ EVENING PHONE \_\_\_\_\_  
EMAIL ADDRESS \_\_\_\_\_  
ORDER BY CREDIT CARD:  VISA  MASTERCARD  DISCOVER  
CARD NUMBER \_\_\_\_\_  
EXP. DATE \_\_\_\_\_ VERIFICATION CODE \_\_\_\_\_  
SIGNATURE \_\_\_\_\_  
(LAST 3 DIGITS AFTER CARD 1 ON BACK)

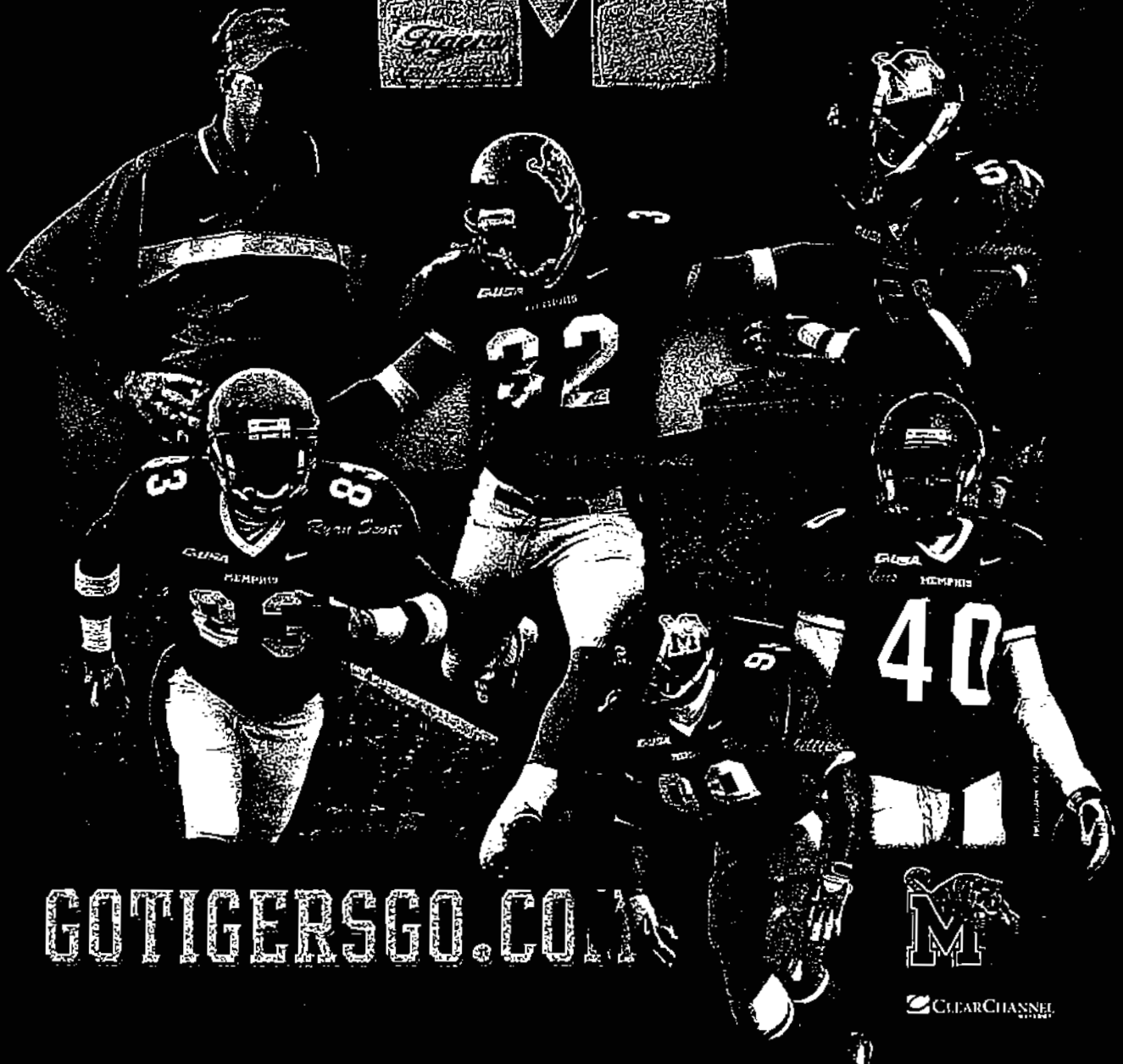
CHECKS PAYABLE TO: THE UNIVERSITY OF MEMPHIS  
MAIL TO: THE UNIVERSITY OF MEMPHIS 1184 ATHLETIC OFFICE BUILDING  
ATHLETIC TICKET OFFICE | MEMPHIS, TN 38152-3730

TO ORDER YOUR SEASON TICKETS, PLEASE COMPLETE THE ORDER FORM, MAIL THE UNIVERSITY OF MEMPHIS ATHLETIC TICKET OFFICE AT 301-678-2331 OR GO ONLINE AT WWW.GOTIGERSGO.COM. ALL 2005-06 SEASON TICKETS ARE ON THE FERRARI LEVEL. ROW 9 AND 10 ARE FOR INFORMATION ON OTHER AVAILABLE SEATS CONTACT THE TICKET OFFICE.

*Memphis Tigers 2005*

# VICTORY

# M



**GOTIGERSGO.COM**



CLEAR CHANNEL

*Bus Shelter*

# 2005-06 WOMEN'S BASKETBALL SCHEDULE

Tues.	November 7	Athletes in Action (ex)	7 PM
Sun.	November 6	Ohio Legends (ex)	2 PM
Fri.	November 11	Temple*	5 PM (PST)
Tue.	November 12	Oregon/St. Francis PA*	5 or 7 PM (PST)
Wed.	November 18	at Notre Dame	9 PM
Sun.	November 20	Miami (OH)	2 PM
Sat.	November 26	Toledo	7 PM
Wed.	November 30	Central Michigan	7 PM
Sat.	December 3	Maine	2 PM
Tues.	December 6	Maryland Eastern Shore	7 PM
Fri.	December 9	at Washington	7 PM (PST)
Tues.	December 13	Fordham	7 PM
Sat.	December 17	Nebraska	7 PM
Fri.	December 23	at St. Bonaventure	2 PM
Thur.	December 29	at Illinois	7 PM (CST)
Sun.	January 1	at Michigan State	2 PM

Thur.	January 5	Iowa	7 PM
Sun.	January 8	Purdue	2 PM
Sun.	January 15	at Ohio State	TBA
Thurs.	January 19	Minnesota	7 PM
Sun.	January 22	at Indiana	2 PM
Thurs.	January 26	Northwestern	7 PM
Sun.	January 29	Wisconsin#	1 PM
Thur.	February 2	Penn State	7 PM
Sun.	February 5	at Minnesota	2 PM (CST)
Fri.	February 10	Ohio State	7 PM
Thur.	February 16	at Purdue	7 PM
Sun.	February 19	at Iowa	2 PM (CST)
Thur.	February 23	Michigan State	7 PM
Sun.	February 26	Illinois	2 PM
Thur.-Sun.	March 2-6	Big Ten Tournament	TBA

**HOME AWAY**  
\*denotes Women's Sports Foundation Challenge in Eugene, OR  
#CW Chicago



UNIVERSITY OF MICHIGAN  
1000 South State Street  
Ann Arbor, MI 48109-2201



**NOW AVAILABLE: \$20 GENERAL  
ADMISSION SEASON TICKETS!**



**MICHIGAN**  
WOMEN'S BASKETBALL

2005-06 SEASON TICKET INFORMATION

# UNIVERSITY OF MINNESOTA

---

*Twin Cities Campus*

*Intercollegiate Athletics  
Marketing and Ticket Sales*

*Mariucci Arena  
4 Oak Street S.E.  
Minneapolis, MN 55455  
Office: 612-624-8080  
Fax: 612-625-0003  
[www.gophersports.com](http://www.gophersports.com)*

February 2, 2006

University of Minnesota  
Season Ticket Sales Campaign

The University of Minnesota is promoting an early-bird special for the 2006 season of Golden Gopher Volleyball. We mailed a flyer and 2006 season ticket order form to all previous season ticket holders. We expect to see a high return rate of season ticket holders for next season.

The promotion allowed previous season ticket holders to purchase their 2006 season tickets at the same price of the 2005 season tickets. Fans were also able to request a seating improvement when they renewed their season ticket order prior to March 1, 2006.

Supporting Materials Included:

- University of Minnesota Volleyball Early-Bird Special flyer

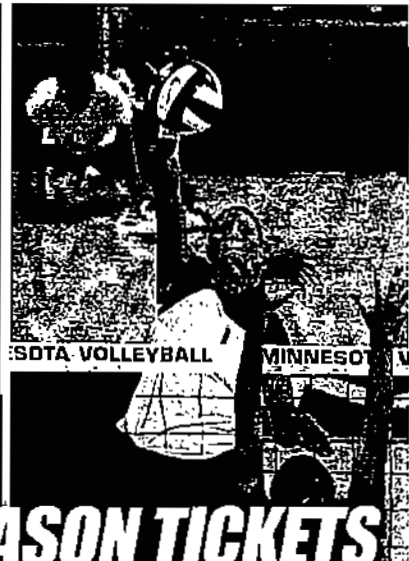


# GOPHER VOLLEYBALL



**RESERVE  
YOUR  
2006 SEATS  
NOW!!!**

**EARLY BIRD SPECIAL**  
**LOCK IN LAST YEARS PRICE**



## **VOLLEYBALL 2006 SEASON TICKETS**

### Gopher Volleyball Season Ticket Holders,

We would like to thank you for supporting the Gopher Volleyball team. We appreciate your dedication to Gopher Volleyball and to show our appreciation we would like to offer you a special price for 2006 Gopher Volleyball Season tickets.

This early bird special locks in the 2005 season ticket price for the 2006 Gopher Volleyball season. The early bird special is only being offered to previous season ticket holders and will only be available until March 1st, 2006. Please fill out your renewal application and return in the envelope provided. If you wish to request a seating improvement, please fill out the back of the renewal form.

If you have any questions, please contact the Gopher Athletic Ticket Office at 612-624-8080 or 1-800-U-GOPHER (outside metro area).

**Order now to reserve your seats for the 2006 Gopher Volleyball Season!**

GO GOPHERS!

Gopher Athletics Ticket Office





## "BASEBALL OPENING NIGHT DINNER" SEASON TICKET SALES CAMPAIGN

- Who:** All Notre Dame baseball fans
- What:** Dinner for fans to mingle with players and coaches
- When:** Thursday, February 10, 2005
- Where:** Joyce Center Fieldhouse
- How:** The fourth annual baseball opening night dinner featured two amazing speakers along with a program packed with fun and excitement building up around the 2005 Notre Dame baseball season. Each dinner ticket also included a season ticket for the upcoming baseball season along with current player autographs, door prizes and much more. For this year head coach Paul Mainieri decided to tie in a former great Notre Dame player along with one of his well know teammates. The former Notre Dame player was Brad Lidge of the Houston Astros along with a current teammate, Roger Clemens. Both Brad and Roger addressed the fans during the dinner where Brad did a wonderful job relating his experience at Notre Dame to that with the Houston Astros. Each person received the 2005 baseball media guide along with autograph pictures of Brad Lidge and Roger Clemens at their tables and at the conclusion of the dinner door prizes such as autographed bats and balls, and New York Yankee tickets were given away to lucky fans. This event does a wonderful job to get the community excited about the upcoming baseball season as well as build our season ticket base for the sport.

**Contact:** Monica Cundiff  
Director of Promotions and Events  
574-631-6195  
[Cundiff.4@nd.edu](mailto:Cundiff.4@nd.edu)

Nicole Jones  
Sports Promotions Coordinator  
574-631-3264  
[Jones.235@nd.edu](mailto:Jones.235@nd.edu)



## "CHAMPION WEEK SALE" SEASON TICKET SALES CAMPAIGN

**Who:** Notre Dame men's and women's soccer

**What:** Soccer season tickets

**When:** Week of August 8<sup>th</sup> – August 15<sup>th</sup>, 2005

**Where:** University of Notre Dame

**How:** The University of Notre Dame men's and women's soccer teams were coming off amazing seasons, with the women's team being the 2004 National Champions and the men's team being the 2004 BIG EAST Champions. For 2005 soccer season tickets, we wanted to create an awareness of these two great programs along with giving our loyal fans a true incentive for purchasing their soccer season tickets. We decided to create "Champion Week Sale" where any person who purchased season tickets during that week would receive 10% off their season ticket package along with a commemorative Notre Dame soccer car magnet. To advertise this sale we placed a label on the front of each of the season ticket brochures that were sent out to last year's season ticket holders along with brochures being placed around at area businesses. The response from Irish fans was tremendous.

**Contact:** Monica Cundiff  
Director of Promotions and Events  
574-631-6159  
[Cundiff.4@nd.edu](mailto:Cundiff.4@nd.edu)

Nicole Jones  
Sports Promotions Coordinator  
574-631-3264  
[Jones.235@nd.edu](mailto:Jones.235@nd.edu)



NOTRE DAME WOMEN'S BASKETBALL

## 2005-06 Notre Dame Women's Basketball Season Ticket Sales Campaign

**Award Category:** Season Ticket Sales Campaign

### Summary

The primary marketing focus of the 2005-06 season was the fans and their partnership with the Notre Dame Women's Basketball program. We created the theme "You Bring the Spirit. We'll Bring the Game." to use as the core of the season ticket sales campaign. The basis behind the sales campaign included:

- Having the fans sell the program, not the coach, players or any other person paid to do so. We wanted to make the fans feel like they are part of the team and not just a revenue source. Using fans, who volunteered to tell the general public why they enjoy women's basketball games, was crucial to the success of the campaign.
- Creating an emotional tie with fans
- Implementing unique advertising (See exhibits for examples)
- Organizing an attractive season ticket package (great price, exclusive and easily-recognizable lime green t-shirt and newsletters)
- Highlighting gameday atmosphere (carnival-like event, great halftime shows, etc.)

Below is the breakdown of non-renewal and renewal advertising:

- *Non-Renewals*
  - Non-renewals from the previous two years were aggressively targeted for the 2005-06 season
    - Timeline:
      - June 30<sup>th</sup> – Renewal letter sent
      - July 13<sup>th</sup> – Press release on renewals
      - August 5<sup>th</sup> – Deadline for renewals
      - August 16<sup>th</sup> – Attention grabbing package sent to non-renewals
        - Exhibit A – Sent to non-renewals from the 03-04 season for the 04-05 season
        - Exhibit B – Sent to non-renewals from the 04-05 season for the 05-06 season
    - September 1<sup>st</sup> – Non-renewals' seats go on sale to general public

2001 NATIONAL CHAMPIONS

FINAL FOUR '97, '01

SWEET SIXTEEN '97, '98, '00, '01, '03, '04

NCAA TOURNAMENT '92, '94, '96, '97, '98, '99, '00, '01, '02, '03, '04, '05

- September 1<sup>st</sup> – Non-renewals' seats go on sale to general public
  
- *New Season Ticket Holder Campaign*
  - Initial campaign began September 20
  - Aggressive campaign began October 1
  - Marketing:
    - Season Ticket Brochure (Exhibit C)
      - Features:
        - Online ticket purchasing
        - Testimonials from fans
        - Ticket prices and order form
        - Gameday atmosphere
        - Student-Athletes
      - Television Commercial (Exhibit D)
      - Radio Commercial (Exhibit E)
      - Newspaper Insert (Distribution 30,000+) (Exhibit F)

## **Results**

- 5% increase in season ticket sales (first increase in four years)
- 500+ new season tickets sold
- 15% increase in new season ticket holders
- 13% increase in single game attendance
- Increased sense of ownership among Notre Dame Women's Basketball season ticket holders.

## **Contact**

Stephanie Menio  
Director of Women's Basketball Operations and Marketing  
University of Notre Dame  
574-631-3589  
sienio@nd.edu

# TICKET PACKAGE ORDER FORM

Package	Amount	# of tickets	Total
Sideline Season <small>Team Bldg area, no other additional food/bev. Call 201-371-4179 for more information.</small>	\$85		
Thunderzone Season	\$65		
Northtown Grill Family Pack	\$120		
Junior Bison Club <small>(Free admission to all regular season events Sept. 13 and onward)</small>	\$25		
Media Guide	\$10		
		Subtotal	
		Handling (required)	+ \$5.00
		Amount enclosed	

## GROUP TICKET ORDER FORM

Game	# of tickets	Cost per ticket	Total
9/1 ARKANSAS-MONTECELLO			
9/17 WEEBER STATE UNIV.			
10/1 NICHOLLS STATE UNIV.			
10/22 UC DAVIS (Homecoming)			
11/5 UNIV. OF NORTHERN COLORADO (Harvest Bowl)			
11/72 SOUTH DAKOTA STATE UNIV.			
		Subtotal	
		Handling (required)	+ \$5.00
		Amount enclosed	

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Method of Payment

Check     Visa     MasterCard     Discover

Credit Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Code (last 3 digits on signature line) \_\_\_\_\_

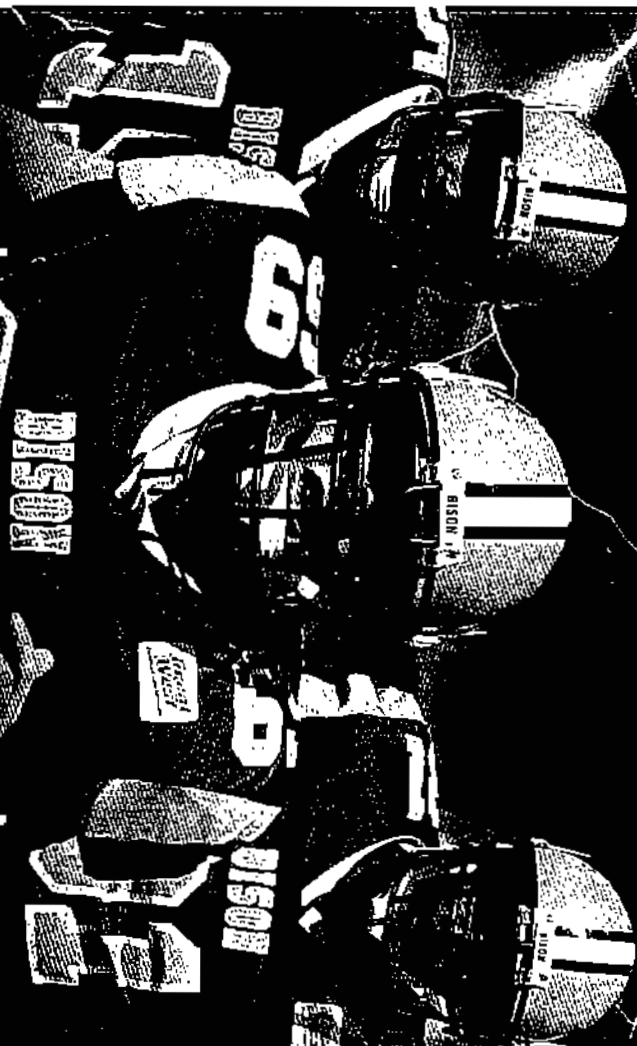
Please detach and mail with your payment to:

NDSU Athletics, Attn: Bison Ticket Office  
P.O. Box 5600, Fargo, ND 58105-5600



Call 231-NDSU or toll-free 888-231-NDSU for more information.

# 2005 TICKETS & TAILGATING



**Kyammé**  
TRAVEL & CRUISES

NORTH DAKOTA STATE UNIVERSITY  
DIVISION I FOOTBALL

# T H E R O A D T O B I S O N M A D N E S S

NDSU

vs.

MSU Moorhead

(Exhibition)

November 5 • 8:00 PM

Bison Sports Arena

**SEASON  
TICKETS  
NOW ON SALE!**

**SEASON TICKET – \$150**  
One reserved ticket for each regular season home basketball game. Tickets may be chosen from East Bleachers or West Balcony.

DIVISION I  
BISON ROAD



GoBison.com  
231.NDSU or 888.231.NDSU

M E N ' S D I V I S I O N I B A S K E T B A L L

# S A M E G A M E NEW ROAD

NDSU  
vs.  
Bemidji State  
(Exhibition)

November 5 • 6:00 PM  
Bison Sports Arena

**SEASON  
TICKETS  
NOW ON SALE!**

**SEASON TICKET - \$150**  
One reserved ticket for each regular season home basketball game. Tickets may be chosen from East Bleachers or West Balcony.



GoBison.com  
231.NDSU or 888.231.NDSU

W O M E N ' S D I V I S I O N I B A S K E T B A L L



**THE UNIVERSITY OF NEW MEXICO  
FOOTBALL JULY BLITZ  
FOOTBALL SEASON TICKET SALES CAMPAIGN**

**WHO:** The entire athletic department was "challenged" by the Athletics Director to sell new Football Season Tickets for the 2005 season. It was a chance to come together as a staff toward a common goal to increase ticket sales and revenue.

**WHAT:** The objective was to increase football season ticket sales by asking athletic department employees to solicit their contacts, friends, etc. Additionally, knowledgeable department staff people would contact fans who have had season tickets in the past but have not renewed with the intension of bringing the customer back to the program. Additionally, the marketing department scheduled a community event each day in the month of July. Football players were out in the metro area to help promote and sell Lobo Football season tickets.

**WHEN:** This event ran from July 4<sup>th</sup> through July 29<sup>th</sup>. A half-way report session was scheduled for July 15<sup>th</sup>. A post-blitz celebration party was held on August 5<sup>th</sup>.

**WHERE:** The entire Albuquerque Metro Area was a target for the Blitz (20 miles radius).

**HOW:** There were many elements during this promotional contest which made it successful:

1. **The Athletic Director Challenge:** When the Athletic Director called a mandatory meeting for all department employees, it helped show the importance of football season ticket sales. During this meeting, each staff person was given a packet which had instructions, an objective page, a call sheet of 100 names (which included non-renewals, or single game buyers from previous years),

**The University of New Mexico**

Department of Athletics – Marketing

MSC04 2680 • 1 The University of New Mexico • Albuquerque, NM 87131-0001

Phone: (505) 925-5014 • Fax: (505) 925-5609 • [www.GoLobos.com](http://www.GoLobos.com)

talking / selling points, order forms, schedules and a list of the teams. While staff people were asked to sell season tickets, coaches of sports other than football were asked to provide leads, which were followed up by the marketing staff. In addition to the Athletic Department staff, the Lobo Club Board of Directors (Development) put together a team to sell new season tickets as part of the competition. Prior to any calls being made, a direct mail piece regarding Lobo Football was sent to each person who was going to be contacted.

2. Teamwork: There was an overall team competition with a goal of selling 1,000 new football season tickets. The staff was split into four different teams, each with a team captain. This caused some internal competition within teams and kept the competition fun and fresh, while striving toward the overall goal. Team captains worked with each seller to encourage and help with the sales process. Additionally, each prospect who is asked to purchase season tickets was given a Lobo Lapel pin to wear proudly as a Lobo Fan in the hopes they purchase a season ticket.
3. Community Relations: A press release was made to indicate the exact locations football would be "blitzing" the community in the coming weeks. Places include business parks, malls, big businesses, etc. People working in those areas were contacted ahead of time to communicate that Lobo Football players would be in the area at a certain time / location and encouraged workers in that area to purchase season tickets at that time. Additionally, football players were on at least one radio or television station per week talking about the upcoming season and talking about the next "blitz location", so people could stop by to meet the players, get autographs and purchase season tickets. At each community stop, we had an enter-to-win box where people entered to win Lobo apparel and Southwest Airlines Vouchers. People who entered were then called by staff people as a ticket sales follow-up.

4. Prizes: Not only were individual staff people required to sell season tickets, but they were also rewarded for their hard work and effort. Prizes were given to everyone who sold at least one new season ticket and additional prizes were given to the winning team and top-10 individual sellers. This helped motivate the staff to sell, which might normally be outside their day-to-day duties.

**RESULTS:**

The July Blitz was very successful, as it sold 921 new football season tickets and helped the football program set a season ticket sales record. This generated more than \$55,000 in new football ticket revenue. A total of 39 different staff people sold tickets (normally only 15 people on staff are selling season tickets). Not only did we sell new season tickets during this month, but having players in the community provided awareness which caused increased sales during August and for single games throughout the season.

**ATTACHMENTS:** Instruction sheet provided to "sales people"  
List of player appearances  
Press Release  
Order Form

**CONTACTS:** Joseph Weiss, Assistant Athletic Director for Sales and Marketing  
(505) 925-5601      jweiss@unm.edu  
Travis Comer, Director of Sales  
(505) 925-5909      tcomer@unm.edu



## Football July Blitz Instructions

### Goal: 1,000 new season tickets

- Call people on your call list
  - At the top of the list, it explains who they are
- Call and visit people you know who are not season ticket holders
- Use the talking points and script if needed
- Ask your team captain any questions you have
- **When you have an order, fill out order form completely and turn into your team captain**
- **Do not promise exact seat locations! Take information on request, then Ticket Office will place people into seats based on time and date of sale in best locations available.**
- Each Friday in July, Team Captains will turn into Rita the team sales numbers
- Each Monday, Rita will email everyone the individual and team standings
- Deadline to submit orders is Friday, July 29<sup>th</sup>
- If people already have season tickets or cannot attend all home games, they can donate tickets to UNM's Send-a-Kid program where underprivileged youth have the opportunity to attend Football games.

**The University of New Mexico**

Department of Athletics – Marketing

MSC04 2680 • 1 The University of New Mexico • Albuquerque, NM 87131-0001

Phone: (505) 925-5014 • Fax: (505) 925-5609 • [www.GoLobos.com](http://www.GoLobos.com)



## **30 and Under Season Ticket Deal Targeted Group Promotion**

**Promotion:** To increase UNI's season ticket holder base Panther Sports Marketing decided to target UNI alumni that were under 30 years of age. UNI did this so that they could gain season ticket holders who would possibly purchase season tickets again in the future. This way UNI will be able to build their season ticket holder base with younger fans who will continue to support UNI for future seasons.

**How:** Panther Sports Marketing sent out brochures to UNI alumni who were under 30 years of age early last fall. The brochures offered these alumni season tickets for half price if they joined the athletic club as well, which would cost them as little as \$50. Panther Sports Marketing also followed up by calling these individuals to see if they had received the brochure and if they were interested in purchasing season tickets.

**Results:** Through Panther Sports Marketing's 30 and Under Season Ticket Offer UNI was able to sell an additional 105 season ticket packages to alumni 30 years of age and under. This promotion not only increased the size of UNI's season ticket base but also the size of UNI's Athletic Club.



UNIVERSITY OF NORTHERN IOWA FOOTBALL

# RISE UP

30 AND UNDER SEASON FOOTBALL TICKETS 1/2 PRICE

U.S. Postage  
PAID  
Cedar Falls, Iowa  
50814  
Permit No. 222

UNI Ticket Office  
University of Northern Iowa  
UNNDome NE  
Cedar Falls, IA 50814-0312



ARE YOU UNDER 30?  
GET YOUR 1/2 PRICE  
FOOTBALL SEASON  
TICKETS NOW

UNIVERSITY OF NORTHERN IOWA

# BECOME AN ACTIVE MEMBER

1. SIGN UP WITH A \$500 DONATION (PAID IN THREE OR FIVE INSTALLMENTS) AND RECEIVE UP TO \$100

2. PURCHASE SEASON TICKETS AT 1/2 PRICE PLUS RECEIVE ADDITIONAL BENEFITS WHICH INCLUDE:

- PARKING STARTING AT \$87.50 (UNDER 30 ONLY)
- \$175 HOSPITALITY ROOM (UNDER 30 ONLY)

CALL KELLY FOR ADDITIONAL INFORMATION ON BENEFITS AT 313-353-3333 OR VISIT [www.uni.edu/athletics](http://www.uni.edu/athletics)

## 2005 SCHEDULE

DATE	LOCATION	TIME
SEPT 7	vs IOWA	7:00 PM
SEPT 10	vs MISSOURI SOUTHWEST	7:00 PM
SEPT 17	at IOWA	8:30 PM
OCT 1	at WESTERN ILLINOIS	1:05 PM
OCT 8	at MISSOURI STATE	2:05 PM
OCT 15	vs ILLINOIS STATE (INDIANAPOLIS)	7:05 PM
OCT 22	at ILLINOIS STATE	1:30 PM
OCT 29	vs HOUSTON STATE (FAMILY DOME)	4:00 PM
NOV 5	at WESTERN KENTUCKY	4:07 PM
NOV 12	vs SOUTHERN ILLINOIS	8:00 PM
NOV 19	vs NORTHERN ARIZONA	8:00 PM

### UNI FOOTBALL TICKETS SEASON TICKETS

\$54 PREMIUM (UNDER 30)  
\$36 NON-PREMIUM (UNDER 30)

SINGLE GAME  
\$7 GROUP TICKETS FOR 10 OR MORE PEOPLE  
\$5 GROUP TICKETS FOR 20 OR MORE PEOPLE

## CATCH A RISING STAR



CALL 313-353-3333 FOR MORE INFORMATION ON SEASON TICKETS AND BENEFITS. VISIT [www.uni.edu/athletics](http://www.uni.edu/athletics)

#### CLIP AND RETURN

### CONTACT INFORMATION

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Telephone: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Date of Birth: \_\_\_\_\_  
 (For discount purposes)

### ATHLETIC CLUB (CONTRIBUTIONS FOR UNDER 30)

- |  |  |
|--|--|
| <input type="checkbox"/> \$50 Loyalty (\$100)      | <input type="checkbox"/> \$700 VIP (\$1,400)           |
| <input type="checkbox"/> \$87.50 Coaches (\$175)   | <input type="checkbox"/> \$1,100 UNI 2000 (\$2,200)    |
| <input type="checkbox"/> \$175 Purple (\$350)      | <input type="checkbox"/> \$1,600 Scholarship (\$3,200) |
| <input type="checkbox"/> \$350 Gold (\$700)        | <input type="checkbox"/> \$3,100 Diamond (\$6,200)     |
| <input type="checkbox"/> \$500 Directors (\$1,000) | <input type="checkbox"/> \$5,100 Platinum (\$10,200)   |

### UNI FOOTBALL

Under 30 Season Tickets (requires A/C membership)	QTY.	PRICE	TOTAL
Premium		\$54	
Reserved/GA		\$36	

### UNI MEN'S BASKETBALL

Under 30 (A/C membership only)	\$80	
--------------------------------	------	--

### UNI WOMEN'S BASKETBALL

Under 30 (A/C membership only)	\$42	
--------------------------------	------	--

### PAYMENT INFORMATION

MasterCard  Discover  Visa

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Check Enclosed





*Panther Sports Marketing*

- CATEGORY:** Season Ticket Sales Campaign
- CONCEPT:** Season Ticket Referral Program
- SITUATION & OBJECTIVES:** Panther Sports Marketing has noticed in recent years that our season ticket numbers have been low, which is something we decided to set out to correct. We wanted to increase our season ticket base for the opening of the McLeod Center next fall. We decided to use our current season ticket holder base to refer potential season ticket holders to us, making them an extension of our ticket sales team.
- SOLUTION:** We sent out letters to our current season ticket holders explaining our new referral program and asking them to provide us with a list of names of people they thought would be interested in purchasing a UNI sport season ticket package. The program included:
- ◆ Concession stand coupons for season ticket holders who provided us with referral names.
  - ◆ UNI's "Mac's Maniacs" t-shirts to those referrals who purchased season tickets packages.
  - ◆ UNI polo shirts to those season ticket holders who's referrals purchased season ticket packages.
- RESULTS:** Panther Sports Marketing sold 15 additional season ticket packages through the Season Ticket Referral Program, generating approximately \$4,000 in revenue. The results of this program will help to continue the increase of UNI season tickets in the future, especially in UNI's new McLeod Center.
- CONTACT:** Leon Costello  
Director of Marketing and Promotions  
UNI-Dome, NW Upper  
Cedar Falls, IA 50614  
Phone: 319-273-7044  
Email: [leon.costello@uni.edu](mailto:leon.costello@uni.edu)

## **UNI ATHLETICS SEASON TICKETS**

### **"REFER A FRIEND PROGRAM"**

The UNI Athletics "Refer a Friend Program" is designed to get current season tickets holders to become proactive in assisting the UNI athletic department in selling season tickets. With the McLeod Center set to open in November 2006, this program is geared mainly towards increasing men's basketball season ticket sales, but can be implemented for all sports that season tickets are sold.

#### **How the program works:**

1. The UNI Sports Marketing office will send a letter asking current season ticket holders to help sell season tickets, or refer names of acquaintances that may be interested in purchasing season tickets. Specific instructions will be placed in the letter on how to get credit for selling season tickets. Enclosed will also be a postcard to return to UNI Sports Marketing with the referral names.
2. These cards will be collected and prospects will be called with a sales pitch which includes reference to the season ticket holder that referred them.
3. Current season ticket holders will be given benefits based on the number of referrals given:
  - a. 1-5 referrals receive a \$5 concessions coupon
  - b. 6 or more referrals receive \$10 concessions coupon.
4. Current season ticket holders will receive a \$10 gas card for each ticket sold from their referrals.
5. Current season ticket holders who sell a minimum of two new season tickets will receive a UNI polo. If four tickets are sold, the seller will receive two UNI polos and so on. Or the option of gas cards is also available.
6. Each new season ticket buyer will receive a free UNI t-shirt.
7. A reception at a men's basketball game will be organized for new season ticket holders and the season ticket holder that either sold or referred them.



## Athletic Marketing and Promotions

October 19, 2005

Dear UNI Season Ticket Holder:

The UNI athletic department would like to take this opportunity to thank you for your continued support of Panther Athletics. As a men's basketball season ticket holder, your support is greatly appreciated and needed to maintain the success our program has achieved. With the McLeod Center set to open in November 2006, men's basketball tickets are a valuable commodity. The purchase of 2005-06 season tickets will help ensure each ticket holder of their seats in the new McLeod Center.

However, we need your help. Season ticket sales are vital to keep the McLeod Center the premier entertainment venue in the Midwest. That is why the UNI athletic department is asking for your help. We have designed a program for our current men's basketball season ticket holders to help the UNI athletic department sell additional season tickets.

The program is very simple. We are asking our current season ticket holders to sell tickets themselves, or to simply supply the department with names of prospects that may be interested in purchasing tickets. We will then call those prospects on your behalf. Incentives will be given for simply submitting referrals, each new season ticket purchase and also to the person referring them. If you choose to sell tickets by yourself, you will receive UNI merchandise for every two new season tickets sold.

Here is how the program works:

1. Season ticket brochure and referral cards are enclosed with this letter. The ticket brochure is a reference tool if you choose to help sell tickets on your own.
2. If you wish to refer prospects to us, return the referral card with names of prospective UNI men's basketball season ticket buyers. You will receive \$5 in UNI concessions coupons for submitting 1-5 referrals. For submitting 6 or more referrals you will receive \$10 in UNI concessions coupons.
3. The UNI marketing and ticket offices will place calls to the names you referred. If sales are made, you will receive a \$10 gas card for each ticket sold. (The season ticket buyer will also receive a free UNI t-shirt)
4. If you choose to sell tickets yourself, you will receive a free UNI polo for each pair of new season tickets sold. (The ticket buyer will also receive a free UNI t-shirt for each ticket purchase)
5. Please use the season ticket brochure enclosed in this mailing if need be. You may receive additional order forms by calling Leon Costello at 319-273-7044 **\*All new orders must be mailed to: UNI Sports Marketing, UNI-Dome, NW Upper, Cedar Falls, IA 50614-0314 or faxed (319-273-3602) to the UNI marketing office with your name immediately following the name of the new season ticket purchaser to receive credit for your incentives. (Example, Name: Leon Costello / Nate Clayberg)**

If you have any questions about the program or need additional materials, please call Leon Costello at 319-273-7044. Thanks in advance for your help with this program. Go Panthers!

Sincerely,

Leon Costello

Assistant Athletic Director for Marketing/Promotions



# Northwestern University

## Season Ticket Sales Campaign

### Football 2005



**Goal:** To increase football season ticket sales, which have been slightly declining each year despite the consistent bowl appearances in the last decade.

**Summary:** The 2004 Wildcat Football Team set the record for most overtime games in a season with four, including all three overtime home games ending with Wildcat wins. We wanted to capitalize on the fact that NU football games are wildly exciting, so purchasing season tickets is the only way to make sure you don't miss out on the fun.

To encompass the idea of a strong work ethic by our team, we created the theme "Purple Collar Football: Not Afraid to Work Overtime". From this theme we painted the picture of the Wildcats work on the weekends, and fans should enjoy their time off with the 'Cats. We also used our advertising campaign to show that Wildcat fans don't have to work overtime to afford season tickets, and that season tickets are a better value than purchasing tickets on a game-by-game basis.

In addition to a price break, season ticket holders also had the chance to purchase additional single-game tickets before they went on sale to the public. They were invited to the annual Meet the Team Night in August where they literally met the entire team. This year was the 10-Year Anniversary of the Wildcats going to the Rose Bowl, so we also invited members of the Rose Bowl team to this event, which was really well received by the fans. Parking at Wildcat home games is at a premium, so season ticket holders are allowed to purchase season-long parking passes, as well as have the option to lease Wildcat Seatbacks for every game.

- To kickoff the season ticket sales campaign, we focused first on the season ticket holders from 2004. After sending the renewal notices in February, we waited until April to have the Wildcat football seniors call the season ticket holders to thank them for their support and told them they hoped they would cheer them on in 2005. We have done this for the last few years and the fans love it!

- In order to encourage our fans to renew (and purchase) tickets online, we held a contest for fans who renewed their season tickets online. Prizes included seats in our stadium club.

- In late May, we had our Sports Marketing Club (SMC) members call the season ticket holders from 2004 who had not renewed yet, so we were able to focus on new season tickets over the summer.

- Our four-color ticket brochure brought our theme together perfectly and was mailed to over 90,000 people in late May. We mailed to NU Faculty & Staff members, NU alums in the Chicagoland area and past ticket purchasers in our Ticket Office database. We offered discounted season tickets for full-time NU faculty and staff members and NU alums who graduated in the last five years. We also offer an end zone season ticket which is less expensive than the season tickets on the sidelines.

- Our SMC shifted their telemarketing efforts to new season ticket holders in June. They made hundreds of calls a day using the phone book - the best responses came from lawyers and doctors.

- The SMC also took ticket brochures around door-to-door in Evanston and nearby suburbs.

These brochures were accompanied by a flyer that gave a direct phone number to get straight to our SMC members.

- Our SMC members also focused on Evanston businesses for season tickets. They approached owners and managers about rewarding employees by giving them tickets to a Wildcat game. We also asked these businesses to put up our football poster in their windows for their customers to see.

- Our radio campaign began July 5 and ran throughout the season. Our initial focus was on season tickets, as well as 3-Pack plans, which gives the fans a chance to purchase three games for only \$100 (a savings of \$30). This season, we expanded the radio formats we advertised on to include several pop and rock music stations. In the past we advertised only on sports and news stations. On

# Season Ticket Sales Campaign

Football 2005

*(continued)*

these stations we were able to giveaway free season tickets to radio listeners who called in to win. This added exposure was fantastic, and the excitement from the people who won was incredible advertising. The radio stations also put our ticket information on their web site and linked our web site to theirs.

- The print portion of our campaign began July 18 and ran throughout the season. We advertised in several publications, including the local paper, the Chicago papers and the suburban papers. We also advertised in local magazines, as well as received a full-page, color ad in the college preview issue of Sports Illustrated.

- In 2005, we used grassroots methods to embrace the community. Our football players made regular appearances at elementary schools to read to the students, at park districts to hang out with kids, at sports camps to take pictures with the kids, at local hospitals to cheer up patients and the list goes on. Coach Walker and Athletic Director Mark Murphy also did their fair share of appearances to promote Wildcat Football. Coach Walker was the honorary captain at the Chicago Rush Arena Football game in May. Coach Walker also sang the 7th Inning Stretch at the Chicago Cubs game over the summer. Coach Walker also made several appearances on Chicago radio and TV programs, and Mark Murphy threw out the first pitch for the World Series Champion Chicago White Sox!

- We used our e-mail database to update fans on Wildcat Football, and used this opportunity to inform them about season tickets. In an effort to keep the e-mails from feeling like sales solicitations, we always included interesting information about the Wildcats, including updates/behind-the-scenes information on the preseason workouts at Camp Kenosha.

- Our website was a fantastic tool to encourage season ticket sales. We included a pop-up when you loaded the page that would take you straight to the ticket page for easy ordering. We also posted feature stories about Camp Kenosha and other tidbits about the team so we could get people excited about the upcoming season, including chances to meet the 1995 Rose Bowl team.

- Another effective avenue for the 2005 season was hanging color banners on light posts throughout Evanston. We produced three different football banners that featured our top offensive player, our top defensive player and a commemorative picture of the 1995 Rose Bowl season. These banners were a fun way to have our presence felt throughout the community.

- It is important to note our students are admitted free into all of our sporting events because an activities fee is added on to their tuition each year. We mailed information to their homes over the summer, as well as used our New Student Week to spread the word about Northwestern Athletics. We continued to focus on student attendance throughout the year and were very pleased with the support they showed for the football program last season.

**Results:** After winning Big Ten Championship Titles in 1995 and 1996, Wildcat Football season tickets reached an all-time high with over 20,000 in 1998. In 1999 the season ticket numbers dropped to approximately 16,000 and in 2000, they dropped down to approximately 14,000. After winning a share of the Big Ten again in 2000, the season tickets spiked up over 16,000 in 2001. However, they have been on a steady decline since then despite competitive success on the field (approximately 15,000 in 2002, approximately 13,000 in 2003 and approximately 12,000 in 2004).

In 2005, we increased total season tickets to almost 13,000, including 1,519 NEW season tickets, which was a 58% increase over 2004 (in 2004 we sold 642 new seats). We also increased our half-price end zone season tickets from 67 in 2004 to 204 in 2005, and increased our 3-Pack plans from 503 in 2004 to 857 in 2005. Our average attendance increased from 28,408 in 2004 to 32,527 in 2005, and our conference average increased from 30,923 in 2004 to 34,984 in 2005.

**Note:** All season ticket numbers do not include student season tickets sales.



THE UNIVERSITY  
OF OKLAHOMA

ATHLETICS MARKETING,  
PROMOTIONS & LICENSING

## SEASON TICKET SALES CAMPAIGN OKLAHOMA WOMEN'S BASKETBALL TICKET TEAM

### GOAL

Sell more than 200 new season tickets for the 2005-2006 season.

### THE GAME PLAN

Organized a group of 50 Sooner women's basketball enthusiasts, including approximately five captains, to sell season tickets

### TIP-OFF

The season ticket drive will tipped-off on September 1 and ended on October 31. Socials were held bi-weekly to meet the OU women's team, motivate the sales force, update the ticket drive standings and award prizes for the teams' bi-weekly performance.

### ORGANIZATIONAL CHART

Each team was captained by a key Oklahoma women's basketball supporter and consisted of a 10 members, plus an OU staff liaison who will helped coordinate the team's effort.

TEAM 1...	TEAM 5
OU Staff Liaison	OU Staff Liaison
CAPTAIN	CAPTAIN
1. Team Member	1. Team Member
2. Team Member	2. Team Member
3. Team Member	3. Team Member
4. Team Member	4. Team Member
5. Team Member	5. Team Member
6. Team Member	6. Team Member
7. Team Member	7. Team Member
8. Team Member	8. Team Member
9. Team Member	9. Team Member
10. Team Member	10. Team Member

### TICKET SELLING & PRICING

Season tickets were sold as reserved seats or as general admission. Tickets were sold at regular price.



THE UNIVERSITY  
OF OKLAHOMA

ATHLETICS MARKETING,  
PROMOTIONS & LICENSING

[www.soonersports.com](http://www.soonersports.com)

## PRIZES

### TEAM PRIZES

- **FIRST PLACE:** First place team received a dinner with Oklahoma women's basketball head coach, Sherri Coale and OU apparel
- **RUNNER-UP:** Second place team received an OU women's basketball fan shirt.

### INDIVIDUAL PRIZES

- **FIRST PLACE:** The individual that sold the most season tickets won a trip for two to a 2005-06 women's basketball away game. Winner traveled with the team.
- **RUNNER-UP:** The second place individual seller will be an honorary coach at a 2005-06 home game.
- Everyone who sold 10 season tickets or more received an autographed team basketball

## TIMELINE

July 1	Selected captains and athletic department liaisons
August 1	Drafted team members
September 1	Tip-off party
September 15	Social – updated standings and gave bi-weekly prizes
September 29	Social – updated standings and gave bi-weekly prizes
October 13	Social – updated standings and gave bi-weekly prizes
October 27	Practice social
October 31	Contest ended
First Exhibition	Social – VICTORY PARTY, final standings, gave awards

## RESULTS

- Ticket team members combined to sell 248 NEW season tickets
- Sold over 4,000 total season tickets, new OU women's basketball record

*“Inspiring Champions Today . . . Preparing Leaders for Tomorrow”*



# WOMEN'S BASKETBALL TICKET TEAM



NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

DAYTIME PHONE NUMBER: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

I AM INTERESTED IN BECOMING A TICKET TEAM MEMBER      YES      NO

I WOULD LIKE TO BE A TICKET TEAM CAPTAIN      YES      NO

I WOULD LIKE TO PURCHASE SEASON TICKETS      YES      NO

I WOULD LIKE TO RECEIVE GROUP TICKET INFORMATION      YES      NO

COMMENTS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# WOMEN'S BASKETBALL TICKET TEAM



NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

DAYTIME PHONE NUMBER: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

I AM INTERESTED IN BECOMING A TICKET TEAM MEMBER      YES      NO

I WOULD LIKE TO BE A TICKET TEAM CAPTAIN      YES      NO

I WOULD LIKE TO PURCHASE SEASON TICKETS      YES      NO

I WOULD LIKE TO RECEIVE GROUP TICKET INFORMATION      YES      NO

COMMENTS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I WANT YOU FOR THE  
TROJANS, HUSKIES, BEARS  
AND BEAVERS.



© 1992 John C. ...



TRADITION PEOPLE EXCELLENCE

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## Season Ticket Campaign

The Ohio State University Department of Athletics has struggled during the past seasons to generate awareness and excitement for the men's basketball program. With Head Coach Thad Matta in his second season and a buzz around the program's expected success on the court, OSU capitalized on the opportunity to get Coach Matta and basketball student-athletes out into the student community.

In addition to the traditional advertising avenues, direct e-mails were created to promote student season tickets. Coach Matta videotaped a message regarding the program and a clip of the OSU vs. Illinois game was edited to send out in a video e-mail to students. Throughout the campaign, e-mail reminders were sent to students about the ordering period.

The Men's Basketball staff's philosophy is in tune with the Marketing staff in that there is a belief that our student-athletes and coaches need to be more accessible. Therefore, student-athletes and assistant coaches' appearances were scheduled with Residence Life to have question and answer sessions with OSU students living in the residence halls. Students were provided dinner and were given an opportunity to meet the team. Ticket information was distributed at these meet and greets.

During Welcome Week, an Ohio State tradition where incoming freshmen and transfer students learn all about the traditions of the university, the Athletics Department put on an athletics pep rally event called Scarlet Fever. We had our student-athletes participate in teaching the school songs, asking students trivia questions and taking part in contests. This created awareness of our student-athletes and the program they represent while at the same time promoting tickets.

OSU saw tremendous growth in men's basketball student season ticket sales. In 2004-05, sales were 757 tickets. For the 2005-06 season, sales were 2,478 - a 31% increase. Ticket sales far exceeded expectations, and this is believed to be from the fact that all external departments worked together (media relations, ticketing, marketing) to promote men's basketball to the Ohio State student community.

**IMMEDIATE TICKETS!  
NOW ON SALE!**

**MEN'S BASKETBALL  
HOME SCHEDULE**

- 02.04 WISCONSIN..... 8 p.m.
- 02.11 MICHIGAN..... 12:17 p.m.
- 02.18 PENN STATE..... 2:32 p.m.  
(NCAA TAKE A KID TO A GAME)
- 02.28,
- 03.01, INDIANA..... 7 or 8 p.m.  
or 03.02

**800-49-SPORT**  
**www.purduesports.com**



**BOILERMAKER  
BASKETBALL**

**PURDUE  
VS. WISCONSIN**

**Saturday, February 4 @ 8 p.m.**

**TICKETS**  
START  
**AT**  
**JUST \$10**

ENFCU

**YOUR GAME** **P**  
2008-09 PURDUE WOMEN'S BASKETBALL

**BOILERMAKER BASKETBALL**

**WOMEN'S BASKETBALL HOME SCHEDULE**

01.29 NORTHWESTERN... 2 p.m.  
(NCAA Take a Kid to a Game & Alumnae Game)

02.09 IPFW ..... 7 p.m.

02.12 MINNESOTA ..... 3 p.m.  
(NCAA National Girls & Women in Sports Day)

02.16 MICHIGAN ..... 7 p.m.

02.19 INDIANA ..... 1 p.m.

**PURDUE**  
**VS. NORTHWESTERN**

*Sunday, January 29 @ 2 p.m.*

**800-49-SPORT / [www.purduesports.com](http://www.purduesports.com)**

EA:EOU

**YOUR GAME *P***  
WOMEN'S BASKETBALL

**BOILERMAKER BASKETBALL**

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**WOMEN'S BASKETBALL  
 HOME SCHEDULE**

02.09 IPFW..... 7 p.m.  
 02.12 MINNESOTA.. 3 p.m.  
 02.16 MICHIGAN .... 7 p.m.  
 02.19 INDIANA..... 1 p.m.

**PURDUE  
 vs. IPFW**  
 Thursday, February 9 @ 7 p.m.

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**PURDUE  
 vs. MINNESOTA**  
 Sunday, February 12 @ 3 p.m.

**800-49-SPORT / [www.purduesports.com](http://www.purduesports.com)**



**WE'VE GOT  
YOUR GAME**  
2005 BOILERMAKER FOOTBALL

# DON'T MISS THE EXCITEMENT

After eight bowl appearances in eight years, the Boilermakers are poised to continue this tradition.

Coach Tiller and the Boilermakers return to the gridiron with many familiar faces, like Brandon Kirsch (Quarterback), Kyle Ingraham (Receiver), Bernard Pollard (Strong Safety), Ray Edwards (Defensive End) and George Hall (Linebacker). The team also plans to unleash some fresh talent sure to make this another season for the record books.

Friday, April 22 is the priority student season ticket deadline. Make the deadline and you'll have better seats and receive a special Boilermaker spirit band. Procrastinate and you could end up sitting behind the freshman!

**ORDER TICKETS BY APRIL 22  
FOR PRIORITY SEATING!**

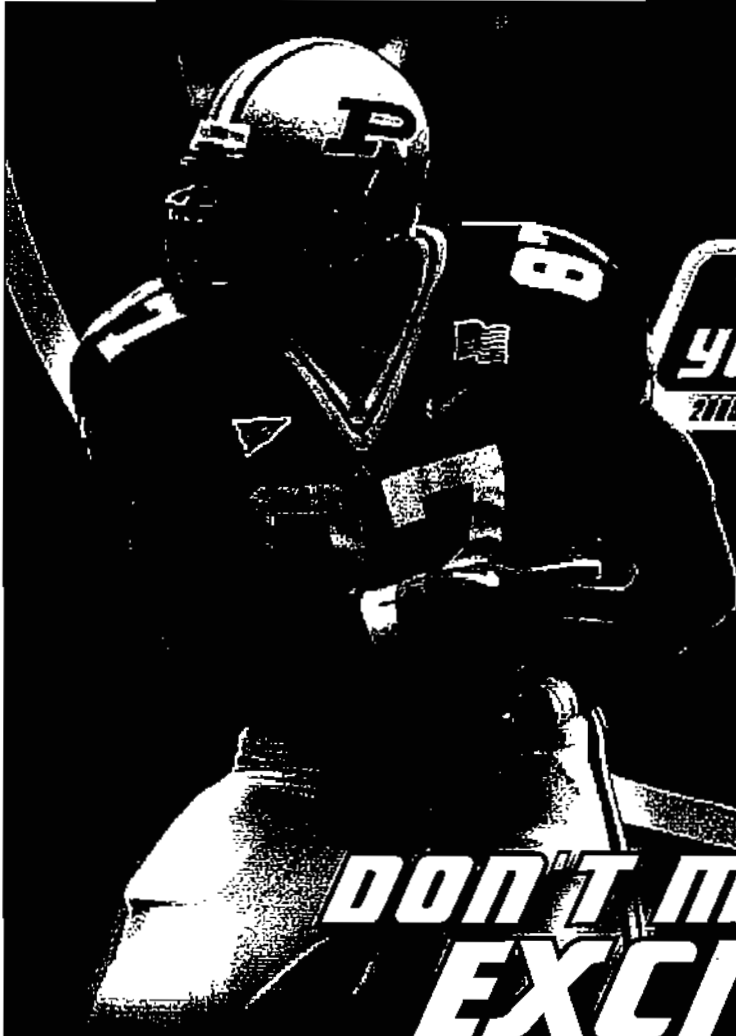
## 2005 FOOTBALL SCHEDULE

09.10	AKRON	FAMILY DAY	TBD
09.17	Arizona		TBD
09.24	Minnesota		TBD
10.01	NOTRE DAME	6 or 6:45 p.m.	
10.08	IDWA (VARSITY P/WE/RE/D)		TBD
10.15	NORTHWESTERN (10-ILL/CO/PA/IS)	NOON	
10.22	Wisconsin		TBD
10.29	Penn State		TBD
11.05	MICHIGAN STATE		TBD
11.12	ILLINOIS		TBD
11.19	Indiana		TBD

**FREE**  
ADMISSION  
& PARKING

Boilermaker Football Club is pleased to announce that we will be offering complimentary admission and parking for all fans attending the 2005 Boilermaker Football season. This offer is available to all fans attending the 2005 Boilermaker Football season. This offer is available to all fans attending the 2005 Boilermaker Football season. This offer is available to all fans attending the 2005 Boilermaker Football season.





**WE'VE GOT  
YOUR GAME** **P**  
2005 INTERMEDIATE FOOTBALL

**PURDUE  
VS  
AKRON**  
SEPTEMBER 10

**DON'T MISS THE  
EXCITEMENT**

It's that time of year again!

**PICK UP YOUR  
STUDENT SEASON TICKETS  
September 6 - 9!**

**WHAT:** Redeem your voucher for your Football Student Season Ticket  
**WHEN:** September 6 - 9, 9:00 a.m. - 5:30 p.m.  
**WHERE:** Mackey Arena, Gate A

Tickets are distributed on a first come, first served basis, so be sure to bring your student ID and come early to get the best seats!



**800-49-SPORT • WWW.PURDUESPORTS.COM**



# 3-GAME MINI-SEASON TICKET PACKAGES

**PICK ANY 3 GAMES! ONLY \$114**  
(White Tickets Last)

**WE'VE GOT  
YOUR GAME**

2005 BOILERMAKER FOOTBALL

**P**

## 2005 HOME FOOTBALL SCHEDULE

09.10	AKRON (BAND DAY / FAMILY DAY)	Noon
10.01	NOTRE DAME	6 or 6:45 p.m.
10.08	IOWA (VARSITY P CLUB WEEKEND)	3:30 p.m.
10.15	NORTHWESTERN (HOMECOMING)	Noon
11.05	MICHIGAN STATE	TBA
11.12	ILLINOIS (CAPTAINS' TABLE FOOD DRIVE)	TBA

## OVERCOME YOUR FEAR OF COMMITMENT

Love the action and excitement of Boilermaker Football, but can't make it to all the games? No problem! Create your own Mini-Season Ticket package and save up to 16% off single game ticket prices.

## PICK ANY 3 - \$114

The three-game Mini-Season package is all about you because **YOU** pay only for the games and dates **YOU** want. Plus, you can choose **ANY** three games on the 2005 schedule - while tickets last!

**ORDER YOUR TICKETS TODAY!**

800-49-SPORT • WWW.PURDUESPORTS.COM





**SOUTHERN MISS**  
GOLDEN EAGLES

The University of Southern Mississippi  
Athletic Marketing and Promotions

**NACMA "Best of" Awards  
- Ticket Sales Campaign -  
Southern Miss Athletics  
Greg Herring / Neal McDaniel**

The start of our basketball season didn't begin as we had hoped it would. The team was having difficulty scoring points, winning games, and thus, we were having difficulty putting fans in the seats. With eight games remaining in our non-conference schedule, we decided to create a ticket sales campaign called "Eight is Great!" Not only was 8 the number of non-conference games left, but is also our non-conference price of our reserve bleacher seat in Reed Green Coliseum.

The deal would be that ticket prices for each game would be equal to the number of team wins, with the price not to exceed \$8. For example, when the promotion began the team had only 2 wins, so tickets prices were only \$2. This trend continued, but unfortunately never reached 8...only 6 wins heading into the conference season, thus \$6 was our max price for this promotion.

This "minor-league" concept took some selling on our end to the senior administration and coaching staff. They were fearful that the fans would root for us to loose, in an effort to keep prices low. We argued that we were addressing our team's situation head on, acknowledging our short-comings on the court and having a little fun. The benefit to the promotion was that it got the local media talking about the team and they mentioned the promotion when talking about the team's record; and fans followed the team's progress, especially on the road, to see what they would pay at the next home game.

Obviously, there was not a lot of revenue generated through this promotion, but it did create a buzz in the community and the media.

# TEXAS BASKETBALL 2005-06

**Category:** "Best of" Season ticket Sales Campaign "Where Do You Want to Sit?"

**Dates Run:** Fall 2005

**Purpose and Intent of Season Ticket Sales Campaign:**

Through a themed and aggressive print and television campaign we created a great sense of urgency among prospective season ticket holders that the longer they waited to buy tickets the "closer to the ceiling" they'd be. Included are two examples of the ad campaign a commercial submitted for best of TV commercial is also included in this package that showcases the theme. The result was an additional 700 mini-pack and season tickets sold for the 2005-2006 season.

Austin American-Statesman  
Attn: Marianna Massad (fax 812-2919) or Jeff Vorzimmer (fax 445-1717)

UT ATHLETICS 6x11 AD TO RUN SUN, OCT 9, 2005 (Life & Arts)

(Mary Elliott, 471-5878, Mary.Elliott@athletics.utexas.edu)

massadutath\_1009\_wbb6x11.pdf




There's a new buzz around town.

And it's coming from the Erwin Center.

Where  
do YOU  
want  
to sit?



Catch the final games of the 2005-06 season  
at two home practices. Practice 1 is  
Friday, Oct. 7, 7-9 p.m. Practice 2  
is Saturday, Oct. 8, 10-12 p.m.  
@ 10 am Sat, Oct. 8, Erwin Center

 [TexasSports.com](http://TexasSports.com)  [TexasBoxOffice.com](http://TexasBoxOffice.com) 

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**Season Ticket Sales Campaign**  
**Group II**

Bowling Green State University	"Orange Card"
University at Buffalo	"Don't Just Hear About It, Experience It"
University of New Hampshire	"UNH Basketball Season Ticket Special"
University of Northern Iowa	"30 and Under Season Ticket Deal"
University of Northern Iowa	"Season Ticket Referral Program"
Wichita State University	"Experience It"



**UCLA Season Ticket Renewal "Blue Rose" Campaign**

**Sport:** Football

**Who:** 2004 Non-renewing season ticket holders

**What:** We developed a unique direct mail campaign in order to retain our season ticket holder base. This mailing included a live blue rose and a poem with ticket purchase information, which was then wrapped in gold tissue paper and shipped in a mailing tube.

To aid the development of our poem, we held an in-office contest among our student interns, which allowed for the creativity behind this project. The contest winner received two tickets to the UCLA vs. Oklahoma football game held on September 17 at the Rose Bowl (tickets were valued at \$50 each) and proved to be a valuable incentive for all.

**When:** We mailed the blue roses on April 25 and measured the renewal rate over a two week period through May 11.

**How:** To offset hard costs, we were able to trade for the mailing tubes and worked with an overseas flower distributor for the production of the blue rose. We then sent the packages via UPS to ensure that the roses would be alive when our fans received them.

**Results:** We compared the 2005 renewals over the two week period with the renewals received over the same time frame in 2004. The variables compared (team record, season ticket price, renewal and deadline dates) between the years were also similar, with the only significant difference being the blue rose mailing. From this promotion our season ticket renewals increased 25% from 2004 and more than paid for itself, resulting in an income of \$50,000.

We then sent this promotion to past non-renewing season ticket and mini-plan holders during the beginning of August with similar success.

**Contact:** Andy Lempart  
Marketing Assistant  
Phone: 310-206-7916  
Fax: 310-267-2334  
Email: [alempart@athletics.ucla.edu](mailto:alempart@athletics.ucla.edu)



**UCLA Football Season Ticket Holder Renewal DVD**

In 2005, we produced a football team preview DVD in order to promote on-line season ticket renewals. This promotion was also distributed as a benefit to retain our season ticket holder base.

The DVD encompassed an exclusive inside look at the Bruins and their plans to achieve victory in the 2005 season. This documentary was sent to approximately 7,000 season ticket renewals and proved to be a valuable benefit to our fans.

**Contact:** Andy Lempart  
Marketing Assistant  
Phone: 310-206-7916  
Fax: 310-267-2334  
Email: [alempart@athletics.ucla.edu](mailto:alempart@athletics.ucla.edu)



### Promotion: University of New Hampshire Basketball Season Ticket Special 2005

The University of New Hampshire Basketball programs offered a season ticket special during the fall of 2005. The special gave fans the opportunity to purchase a season ticket for \$25.00 that would grant them access to ALL UNH home basketball games (men's & women's). This was equivalent to 26 home games for \$25.00. If a season ticket was purchased between the dates October 1<sup>st</sup>, 2005 and the extended date December 10<sup>th</sup>, 2005, fans would qualify to purchase a basketball season ticket at the same price for the following 2 seasons, regardless of that future ticket's prices. Fans could purchase tickets online at [www.UNHWILDCATS.com](http://www.UNHWILDCATS.com) or by calling 1-866-WILDCAT. Our tagline was based upon the hiring of new head coach Bill Herrion. We were very excited about this hire and wanted to incorporate this excitement into the advertising. The tagline was, "We invested in the future of UNH Basketball...now, the ball's in your court!"

#### Methods:

We generated interest with this promotion through a number of methods which included:

- Distributing 10,000 postcards to area businesses, cars in parking lots, fans at games, season ticket holders for other sports, and all database entries in our system.
- Inviting Coach Herrion to speak on the ice in front of a sold out Men's Hockey crowd about the team and upcoming season. We handed out the postcards that night as fans exited the arena and read public address announcements all night about the promotion as it would be expiring soon.
- Reading public address announcements at all Wildcat Athletic Events and advertising on the radio network as well.

#### Results:

UNH Basketball had zero season ticket holders in Women's Basketball prior to the 2005 season; it had 12 season ticket holders in Men's Basketball. This season ticket promotion generated 625 NEW season ticket holders for both programs. The teams have seen a jump game day in attendance and the Athletic Department is up \$15,000 in revenue.

Presented by: Amber Radzevich, Marketing Coordinator;  
Dot Sheehan, Associate Athletic Director of External Relations;  
Robin Drown, Ticket Manager



# UNLV

## Sports Marketing

4505 Maryland Parkway • Box 450002 • Las Vegas, NV 89154-0002  
Fax 702.895.0302 • For Tickets 702.739.FANS • [www.unlvtickets.com](http://www.unlvtickets.com)

## Fever's Back Season Ticket Campaign

The UNLV Athletics Department in conjunction with Imagine Marketing of Nevada, Inc. created a unique campaign to encompass the UNLV teams of the past with the team of today. The Fever's Back campaign was designed to celebrate the past successes of the program, while also focusing on the present and future of the team under head coach Lon Kruger, the new campaign was developed to create a buzz around the Las Vegas Valley because of the untraditional demographics of Las Vegas. The idea was inspired by the "Runnin' Rebel Fever" days of the 1980s and early 1990s. Performer George Dare recorded "Runnin' Rebel Fever" in the early 1980s and the song's title became a centerpiece for the program for nearly a decade.

The components of the Fever's Back Campaign included a song created by local Hip Hop duo, The Big Beat Battalion, as well as a music video shot on the campus of UNLV. The title of the song was "The Fever's Back," the source for the majority of the creative inspiration behind the campaign. This song and video would become the backbone of a thorough campaign that included print, video, radio, TV and online media. Attached is list of the elements included in the campaign followed by the tangible items that were created.



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### Fever's Back Campaign Elements

- **Print Advertising**
  - TMC front window wrap featuring Fever's Back logo with Saturn logo
  - Fever's Back logo featured in all Newspaper, Magazine ads
  - 10,000 Posters with Fever's Back Logo and Imagine Marketing logo
  - 125,000 Schedule cards with Fever's Back Logo and Imagine Marketing logo
  - 5,000 season ticket brochures featuring logo and campaign description
  - Lyrics printed in Game Time program for fans
- **Multimedia Advertising**
  - Song, Video and lyrics available online at [unlvtickets.com](http://unlvtickets.com), [unlvrebels.com](http://unlvrebels.com), [unlvrebelnation.com](http://unlvrebelnation.com)
  - Men's Basketball opening video uses :45 of song
  - Thomas and Mack Center Video Marquee ads on Tropicana and Swenson intersection
  - Plasma screen ads in all Terrible's Gas Stations/Convenient stores
  - In-game PA's w/ logos
  - All radio commercial spots for Men's Basketball feature music in background
  - Music video featuring Big Beat Battalion
  - MBB video montage put to Fever's Back music for Oct. 22<sup>nd</sup> Football game (promoting upcoming season)
  - Radio station campaign including interviews and on air promotions



## Wichita State University

### NACMA Award Entry for “Season Ticket Sales Campaign”

#### **Situation & Objectives**

This year we wanted to focus season ticket efforts on our three main women’s sports, volleyball, women’s basketball, and softball. All three teams had something to offer this season with volleyball the returning conference champions, softball with a new head coach and their first NCAA tournament appearance in school history, and women’s basketball with a promising freshman class and exciting coach. We wanted to get some excitement going for these teams and get some fans in the seats.

#### **Concept/Implementation Plan**

We decided that we would have a season ticket campaign that focused on getting new season ticket holders. We set a rate of \$29 for season tickets for new season ticket holders for each of the sports. That’s only \$2 or less per game for each sport. Their season tickets would be located in general admission. We teamed up with our corporate sponsor Pizza Hut and they agreed to give a free pizza to people that purchased at the new season ticket rate. We also wanted to make sure we had added value for season ticket holders and that we provided benefits for season ticket holders.

For volleyball we had a chalk talk with Head Coach Chris Lamb prior to a big match up. Fans got to meet the coaching staff and ask head coach questions about the team and the upcoming game. For women’s basketball we scheduled three season ticket holder events over the season and provided them with a special events pass for admittance into the events. We had a post game meet and greet with the whole team at the beginning of the season, a pre-game chalk talk with Head Coach Jane Albright, and a pre-game meal where we provided them with a free dinner. For softball we will host a chalk talk with our head coach prior to a game early in the season.

To advertise for season tickets for each sport we produced 15 second commercial spots to be ran on television. We also advertised on the radio and in the local newspaper. We also did mailings prior to each season which included a letter from the coach and season ticket brochure. The mailings were sent to men’s basketball and baseball season ticket holders, faculty and staff on campus, and other people we had captured through databases. We also utilized our email list serve and sent email blasts out to our fans advertising the season ticket special. Lastly, we did telemarketing to a list of candidates we captured from our databases.

## **Results**

For volleyball we increased our season tickets from 171 in 2004 to 441 in 2005 with the help of our season ticket promotion. We made a total revenue of \$17,451 which was way over the \$5,100 we budgeted to get from volleyball season tickets. Having the increase in season tickets helped to increase our attendance as well. In the 2004 volleyball season we averaged 1,166 fans per game and this season we averaged 1,998 fans per game, which is a 58% increase.

For women's basketball our season ticket goal was 750 season tickets which is an increase of 129 from the 2004-2005 season. We surpassed our goal with a total of 937 season tickets this year which is an increase of 248 season tickets. We surpassed our season ticket revenue goal by \$4,131.50. We sold a total of 421 season tickets at the \$29 rate.

With softball we have sold a total of 30 season tickets at the promotional rate as of 2-6-06. We have already surpassed our budgeted season ticket revenue goal as well.

## **Support Materials Enclosed**

- Women's Basketball season ticket brochure
- Softball season ticket brochure
- Season ticket advertising for volleyball, women's basketball, and softball
- Women's basketball season ticket holder special events pass

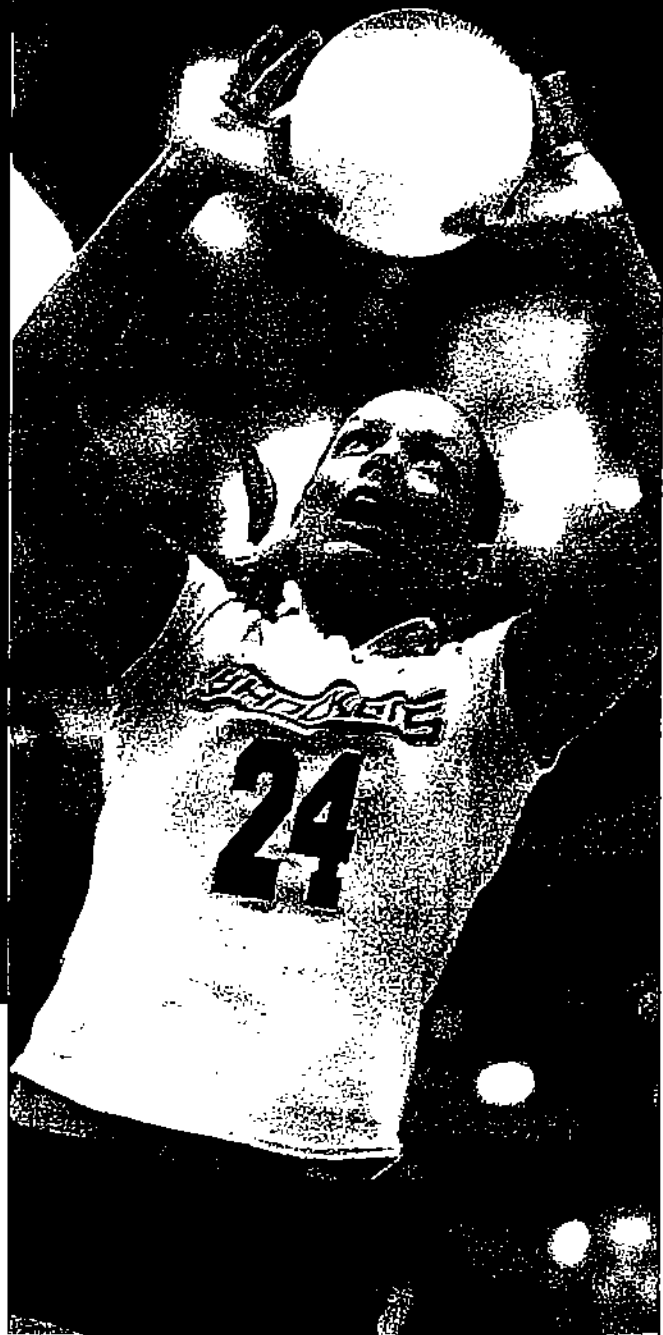
## **Contributors**

- Brian Pracht, Associate Athletic Director for External Operations
- Shannon Davis, Director of Marketing and Promotions
- Chris Andrews, Marketing and Sales Coordinator
- Julie May, Marketing Assistant

# WICHITA STATE UNIVERSITY VOLLEYBALL 05

**NEW SEASON  
TICKET HOLDERS  
CAN PURCHASE  
A SEASON TICKET  
FOR JUST \$29  
AND RECEIVE  
A FREE PIZZA  
COURTESY OF  
PIZZA HUT.**

**EXPERIENCE IT**



**OPENING GAME  
SEPTEMBER 8  
VS. VIRGINIA  
COMMONWEALTH.**

**Call 978-FANS**

**Table of Contents**  
**Season Ticket Sales Campaign**  
**Group III**

Grand Valley State University	"RELOAD"
Indiana Purdue Fort Wayne	"IPFW Men's Basketball Season Tickets"
North Dakota State University	"Men's Basketball"
North Dakota State University	"Women's Basketball"
North Dakota State University	"Football"
University of California Davis	"Men's Basketball Poster Schedules"
University of California Davis	"Football Season Ticket Renewal Letters"