

# Game Entertainment

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**Game attractiveness refers to the customer's perception of the event as a whole. The following variables can influence game attractiveness:**

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- Highly visible star athletes
- Team record / opponent record
- Opening day
- Give-aways
- Presence of mascots, dance teams and cheerleaders
- Prominent half time entertainment
- Post-game concerts
- Fireworks and other entertainment
- Quality of concessions
- Traditions

# Game Entertainment

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## Cleveland Cavaliers Game Night Entertainment

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### Cavalier Girls

The Cavalier Girls are among the hottest dance teams in the NBA! The Cavalier Girls consist of 18 beautiful, enthusiastic and talented dancers. When not dancing on the court, the team's wide backgrounds range from teachers and seamstresses to law students.



### Moondog

Moondog is the fiercely-loyal, symbolic leader of the Cavaliers. Named after Alan "Moondog" Freed, the 1950's Cleveland DJ who coined the phrase "rock and roll," Moondog follows in his footsteps as a passionate, innovative and controversial Cleveland figure.



### Scream Team

The Scream Team consists of 15 energetic and exciting dancers with the unbelievable ability to wow the fans with high-energy dance moves, tumbling, and break-dance stunts. Led by Coordinator Jami Taylor, the Scream Team is relentless in their quest to entertain our fans.

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### Cavs Crew

The Cavs Crew members facilitate all activities, promotions and in-game contests. They entertain fans for all home games and serve as an integral part of the Cavaliers interactive concourse and game presentation.



### Cavs Kids

The Cavs Kids are one of the most fun and exciting, not to mention cutest thing to hit The Q! Made up of the most talented kids in Ohio, these kids possess ultimate energy, personality, crowd appeal, love for performance and a desire to share that love with Cavaliers fans! With their amazing routines, they have quickly become a fan favorite.



### Catwalkblue

Fans “rock the rim” at every Cavs home game at The Q with Catwalkblue (CWB). CWB is a Cleveland-area, five-member band that fills the main concourse with their unique mix of blues, rock, and jazz. Showcased in the Arcade area on the main concourse, Catwalkblue is a staple of the pre-game excitement featured every night at The Q.

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### **The Q-Stix**

The Q-Stix are bringin' da noise to Cavs games all season long. Their high energy drum beats are fan favorites both inside The Q and on the streets of Cleveland where they perform at a number of community events.



### **In Arena Hosts - Nicole & Ahmaad**

From the time the doors open to the end of the game, you can find Nicole and Ahmaad on the concourse or in the stands interviewing fans, hosting contests or involving the crowd in the game. If you are coming to a Cavs game and want to see yourself on the video boards, make sure and find Nicole and Ahmaad to let them know! Ahmaad serves as the In-Arena host for all Cavaliers home games, he is also the MC of various Cavs events.



### **National Anthem**

The Cavs feature local and national performers as singers of the National Anthem throughout the season. The team encourages people to contact the franchise for opportunities to audition as a potential anthem singer.