

ELEVATE YOUR GAME!

SBP PROMOTIONS IDEA NOTEBOOK

**PROMOTION IDEAS THAT WILL HELP TO
TAKE YOUR PROGRAM TO THE NEXT
LEVEL!**



SPORTS & EVENT PROMOTIONS

From contests and games to halftime entertainment, take advantage of the SBP Promotions Idea Notebook to find inspiration for ideas that will help your program to boost attendance, secure sponsorship deals and maximize your concessions sales.



SPONSORED CONTEST IDEAS



"YOU CAN'T BEAT CHUCK" CONTEST

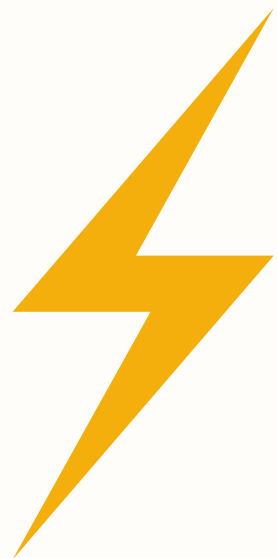
The Fargo-Moorhead Fever partnered with local Chuck E. Cheese restaurants to provide some in-game entertainment for young fans. If the contestant (preferably youth) were to make a free throw or other shot and Chuck E. Cheese (mascot) missed, the fan would win a free fountain drink at the restaurant. Next, both shooters would attempt a three point shot. If the contestant made the shot and Chuck missed, the fan would win a free family dinner at the restaurant.

WENDY'S "FOUR SPOT SHOT" CONTEST

Wendy's sponsorship with the Hartford Hellcats included a game promotion in which two contestants were selected at random from the crowd based on ticket stub numbers. The contestants would then participate in a contest during time-outs in the fourth quarter. To start the competition, each shooter attempts a shot from half-court. If successful, he or she would shoot three additional shots from different locations around the three-point line. Any participant to make all four shots would win a trip for two to Disney World AND every fan in attendance would win a free bowl of chili at participating Wendy's restaurants.

KFC "FOWL SHOT OF THE NIGHT"

During a selected time-out during the basketball game, the Lightning mascot would launch three rubber chickens into the crowd. The three fans lucky enough to catch the chickens would be the participating KFC shooters for the night. At a later time-out, the contestants were escorted onto the court by the Rockford Lightning Courtside Girls. Each shooter would then stand at a different spot behind the three-point line and attempt to shoot the rubber chicken through the basket. Any fan who made the basket won a free one year supply of chicken from KFC. If none of the shooters successfully made the shot, the participant who came closest would win a free family size dinner.



SPONSORED CONTEST IDEAS



"GROCERY BAG SHOOTOUT" PROMOTION

The Racers partnered with a local grocery chain to bring basketball fans an interactive game promotion. The team placed five grocery bags holding basketballs at different spots on the court. For each basket the contestant would make, he or she would win a gift certificate. The participants were selected through the use of distribution of an autographed program.

HOCKEY "SHOOT FOR A MILLION PUCKS" PROMOTION

The National Hockey League and its 30 member clubs will launch the 87th NHL season with a League-wide promotion - Shoot for a Million Pucks presented by Coca Cola - that will offer one lucky fan the chance to shoot for \$1 million (U.S.) at NHL All-Star Weekend, Feb. 7-8, in St. Paul, Minnesota.

During the first week of the NHL season, NHL clubs will distribute more than 100,000 pucks across the United States and Canada. The pucks feature the NHL's season-opening branding, Game On!, and will direct fans to NHL.com, where they can register for a chance to win a grand prize of a trip for two to All-Star Weekend. At All-Star Weekend, the grand-prize winner will be given the opportunity to shoot for \$1 million (U.S.) or 1 million hockey pucks. There also will be 30 drawings to win one prize from each of the NHL's member clubs. Clubs are awarding prizes such as team merchandise, season tickets and/or suite nights.

In conjunction with the Sandusky Corporation, The Phoenix Coyotes will distribute thousands of pucks through radio partners KDKB, KUPD, KSLX & KDUS. The radio stations will distribute the pucks at different remote/van stop locations throughout the Valley from October 6-10 including the Aerosmith, Joe Satriani, and Red Hot Chili Peppers concerts. The Phoenix Coyotes will also distribute pucks at the State Fair and at the Corn Field Maze.

In addition to the opportunity to shoot for \$1 million, the Phoenix Coyotes awarded one lucky Valley fan two season tickets for the season.



SPONSORED CONTEST IDEAS



"SOOPER DOOPER SUPER SHOT" CONTEST

Local grocery store chain, Super Dooper, integrated a unique spin-off of the traditional "shoot out" game promotions offered by many basketball teams at select Rapid City home games.

Following the game, any fan could participate in the contest hosted on the Thrillers court. For \$1, fans had an opportunity to take a three-point shot. If the fan made the basket, they would win a certificate good for \$10 worth of groceries and a case of Coca-Cola redeemable at participating Super Dooper stores. Fans were allowed to shoot as many times as they wanted, but were allowed only one shot at a time and were required to return to the end of the line following each shot.

Over 500 people participated in the promotion.

"DOT RACE" COMPETITION

WhataBurger sponsored this interactive game promotion with the CBA's Texans. As fans entered the venue prior to the game, they would receive a colored dot at the gate. During half time, several fans wearing "dot costumes" representing each distributed dot color would race around the court. If the fan's dot matched the colored dot of the winning race contestant, the fans received a free 16 ounce drink with the purchase of any sandwich at participating WhataBurger restaurants.

"REBOUNDER OF THE NIGHT"

True Value and a local lumber company sponsored this contest at every Texans' home game. At the first quarter break, fans were required to fill out an entry form from the game program with the name of the Texans player that they thought would be the game's leading rebounder. In order to win, fans had to guess the exact number of rebounds. The winning fan received four courtside tickets to the next home game where he or she had the chance to try a three point shot for \$100. The promotion succeeded in driving sales of game programs as well as providing additional in-game entertainment for their fans.



SPONSORED CONTEST IDEAS



"LUCKY SEAT"

Princeton University teamed up with Chili's to present a "lucky seat" season long promotion at football games. During a break in the game, the public address announcer would announce that one lucky Tigers fan was sitting in the lucky seat. Fans would look under their seats with the lucky winner receiving a gift certificate to a participating Chili's restaurant.

COOPER TIRES "TRICYCLE RACE"

Cooper Tire, the official tire of six NCAA conferences, sponsored an interactive game promotion as part of an experiential marketing campaign at the March basketball championships through pre-game and on-court interactive exhibits. Cooper Tire developed a tour of interactive promotions, complete with half-time tricycle races and shooting challenges, which enhance regional appeal for local dealers, while building brand equity among masses of target consumers.

At select NCAA Men's Conference Championship games (Big 12, Big East, Big Ten, Pac-10, SEC and Mountain West), the tire company sponsored a tricycle race in which adults would pedal around a simulated "course" created on the basketball floor. Each contest winner received a free set of Cooper Tires and tickets to the National Championship game in San Antonio. All contestants received a free t-shirt.



SPONSORED CONTEST IDEAS

GUESS THE ATTENDANCE CONTEST

The Hartford Hellcats hosted a contest during quarter breaks all season in which three to five fans were selected as contestants to guess the game's attendance. The fan who guessed closest to the actual attendance figure would win a sponsored prize.

All winners were automatically entered into a drawing to win a bigger prize at the end of the season.

BUILD-A-BURGER

The Wilmington Blue Rocks baseball team puts an interactive twist on the build a burger concept, "flipping" it into an on-field competition. Two contestants are selected to see who can assemble a burger the fastest.

However, they must race from home plate down the base path to build a life size burger, with giant pieces of cheese, lettuce, tomato, burger and a huge bun. The first to complete the burger wins a prize from the sponsoring company.

TAILGATER OF THE GAME

H-E-B is choosing the Tailgater of the Game at participating sporting events near you. From firing up the grills to game day thrills, tailgating is a time honored tradition here in Texas. Show off your tailgating skills and team pride and you could win prizes and bragging rights. Before the action kicks off H-E-B will be checking out the competition in parking lots throughout Texas. To participate all you have to do is show your team spirit by decking out your tailgate site and displaying H-E-B products in a creative way.

Among those teams participating in the program (with H-E-B as a sponsor) include the Houston Texans, University of Texas and Texas A&M University.



CREATIVE SIGNAGE INVENTORY

COOL CREST PUTTING DIAMOND

Children attending Kansas City Royals home games at Kauffman Stadium can now improve their short- game -- thanks to a new attraction called the "Cool Crest Putting Diamond". To activate the trade agreement between the Royals and Cool Crest, a 4-hole miniature golf course was built. The course was placed behind Kauffman Stadium's right field seats close to the kids interactive area which already hosted two attractions: a miniature whiffleball ballpark and a speed pitch bullpen.

In exchange for the construction, the Royals provided Cool Crest with the naming rights of the miniature golf course as well as an in-game JumboTron feature. During the game a random child is picked to attempt a hole live on the Big Screen between the 2nd and 3rd inning.

The miniature Golf Course is open for kids 12 and under and costs \$3 for one play or \$5 for two plays. One incentive to play is that if a child makes a hole-in-one on the last hole, he or she receives a coupon for a free game of golf at Cool Crest Family Fun Center. Conveniently, the Center is less than a mile away from Kauffman Stadium so families can have a full day of fun.

Source: National Sports Forum's Online Newsletter, Selling It..., Volume 3, Issue 16



CREATIVE SIGNAGE INVENTORY

UNIQUE NAMING RIGHTS

The Memphis Grizzlies have already improved their "lot" in more ways than one next season...not only will they be moving into their brand new home FedExForum - but they've also recently inked a naming rights deal on their new parking garage! The Memphis Area Ford Dealers signed on with the Grizz to create the "Ford Parking Garage"...a new 5-level, 1,500 space garage that is directly attached to FedExForum.

The program provides both parties with mutual benefits by increasing exposure of Memphis Area Ford Dealers as well as increasing available parking for Memphis Grizzlies basketball games.

Each level of the parking garage will be named after a Ford model automobile and pictures of Ford vehicles will be placed on the walls of the garage. The sponsorship will impact thousands of people every day, as it will not only serve FedExForum but will also serve the nearly 4 million visitors that come to Beale Street each year. What's more, for the Grizzlies, this garage will help alleviate any apprehension fans may have about attending a game due to scarce parking downtown.

Source: National Sports Forum's Online Newsletter, Selling It..., Volume 3, Issue 8



FOOD & BEVERAGE PARTNERSHIPS

PIZZA "MEAL DEAL" PARTNERSHIP



Whichever way you slice it...the University of New Mexico and Pizza Hut have teamed-up on a new program that has fans reaching for their wallets! The program is called the "Pizza Hut Meal Deal" and here's how it works... Pizza Hut purchased 700 football season tickets from the university at half price...they then turned around and offered the tickets as a special promotion to customers who ordered a specific meal deal which included a Pepsi product at local restaurants.

Fans that had purchased the meal deal were then able to buy season tickets at half-price when they redeemed their receipt at the Lobo's ticket office. This meant that the Lobos were able to get 100% of the revenue for the tickets, as Pizza Hut covered half the cost and the fans paid for the other half.

With the program, the Lobos were also able to add new names into their season ticket holder database...giving them the ability to send renewal notices as well as information on other UNM sporting events.

Source: National Sports Forum's Online Newsletter, Selling It..., Volume 3, Issue 1

DONUT BRAND PARTNERSHIP

This season Royals fans are developing quite the sweet tooth, as the team has partnered with Krispy Kreme Doughnuts for a new promotion called "Dozen For A Dozen". Here's how "Dozen For A Dozen" works...

If the Royals get 12 or more hits at a home game, fans attending that game can redeem their ticket stub at one of three Krispy Kreme main locations in the Kansas City area for a free dozen glazed doughnuts!

This promotion evolved from a previous program in which only one Krispy Kreme customer received a prize following a Royals shutout. After analyzing the results of last year's promotion, the Royals decided that the "Dozen For A Dozen" program would be more effective in increasing exposure and in-store traffic for Krispy Kreme.

Source: National Sports Forum's Online Newsletter, Selling It..., Volume 2, Issue 15



FOOD & BEVERAGE PARTNERSHIPS

TACO PARTNERSHIP



When the University of Vanderbilt Commodores men's basketball team scores eighty-five (85) points or more during a home contest, Taco Bell treated all ticket-holders at the game to a free Crunchy Beef Taco at all participating area Taco Bells. All fans had to do was present a ticket stub at a participating restaurant to redeem their free taco.

Taco Bell has enjoyed widespread success with this and similar promotions with other teams, including a free chalupa promotion with NBA franchises when the home team scores 100 points or more. Participating teams include the Portland Trailblazers, Los Angeles Lakers, Minnesota Timberwolves, Seattle Sonics and Dallas Mavericks.

BURGER PARTNERSHIP

The Lakewood BlueClaws teamed up with participating McDonald's restaurants in Ocean and Monmouth Counties for a ticket plan called "The McFamily Plan." The plan includes four reserve seat tickets and four McDonald Value Meals for a total cost of \$40. It has been so successful for the team that they have extended its availability for more games.

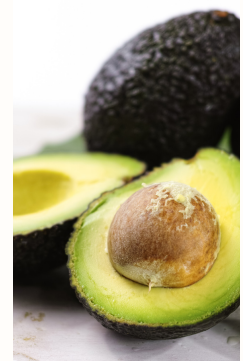
OFFICIAL COFFEE PROVIDER

As the Official U.S. coffee, donut and breakfast sandwich of the NHL, Dunkin' products were featured on food and beverage menus on NHL stadiums throughout the league. In addition to selling branded products at venues, Dunkin' activated the sponsorship in ways that were family-friendly and engaging, like appearances from the company's mascot at stadiums, photo ops with a Stanley Cup sized coffee cup to be shared on social media, and hockey-themed games on the concourse.

OFFICIAL AVOCADOS

As part of its sponsorship of the Milwaukee Bucks basketball team, Avocados From Mexico products are included as part of avocado-centric menu items offered at Fiserv Forum, including branded guacamole dishes and other concessions areas throughout the venue.

Food and beverage partnerships can be expanded to include more creative and non-traditional items like avocados.



FOOD & BEVERAGE PARTNERSHIPS

FROZEN TREATS



The Minnesota Timberwolves teamed up with Dairy Queen to offer the following promotional ticket package to their fans: Save all season long with the DQ Timberwolves Meal Deal presented by Channel 45 and K102!

The Meal Deal is ideal for a family outing or a night on the town with your friends. It's affordable and is now available every regular season home game, including weekends!

For \$24, fans received:

- 1 upper-level game ticket
- 1 hot dog
- 1 small Pepsi drink
- 1 box of Hot Tamales (3 oz.)
- 1 DQ Blizzard® buy one get one free coupon

SNACK VOUCHERS

The Hershey Bears minor league hockey team recognizes that “a hockey game just isn't complete without popcorn, pretzels, and an ice-cold soft drink.” Promoted as a companion with group tickets, the team offers snack vouchers to provide an easy way for group members to budget for concessions items at the game. The vouchers are offered at a discount rate.

FAMILY FUN PACK

The Angels Family Fun pack costs \$39 for a family of four. The package is available for only select Wednesday and Thursday home games and includes 4 Upper View Level tickets, 4 hot dogs and 4 small soft drinks. To participate, fans must redeem a coupon at the Angel Stadium of Anaheim ticket office or buy the package online.

Additional seats may be purchased, per package, per game but a customer may only purchase a maximum of three additional seats per transaction. Each additional seat costs \$9.75 and includes one Upper View ticket, one hot dog and one small soft drink.



UNIQUE PARTNERSHIPS

OFFICIAL HAIRCUT



Sport Clips Inc. signed a sponsorship deal with the Round Rock Express; AAA affiliate of the Houston Astros. The sponsorship deal includes Sport Clips sponsoring 19 Sunday home games. Sport Clips cut or spray painted hair at all Sunday games and handed out discount cards and promotional items. In addition, Sport Clips distributed free Friday night fireworks tickets at the nine Austin area locations.

To promote the ticket giveaway Sport Clips ran in-store promotions and radio commercials. As part of the agreement Sport Clips will also become a certified retail outlet for the Round Rock Express. Stadium signage was also included as a part of the sponsorship deal.

BILLBOARDS PROGRAM

In an effort to increase sponsorship revenues, the University of Southern Mississippi Golden Eagles Athletics marketing staff opted to erect billboards in high traffic areas on campus. Each billboard featured the sponsor's logo.



SPECIAL EVENTS

GO-KART SPEEDWAY



The Chicago White Sox and Jackson Speedway of Jackson, Michigan, hosted a Chicago White Sox Go-Kart Grand Prix at U.S. Cellular Field. The White Sox were the first baseball team to host such an event.

The Grand Prix will featured up to 34 four-member race teams that will compete in go-karts on a specially designed course set up in the parking lot adjacent to U.S. Cellular Field from 8:30 a.m. to 4:00 p.m. The teams competed in several heat races leading up to the Championship Race, where they had an opportunity to win cash and prizes. One specific parking lot was designated as "race central" with the go-kart track, pit row, hospitality tents and interactive car displays.

The Grand Prix overall winner drove their go-kart onto the U.S. Cellular Field warning track prior to that night's 6:05 p.m. White Sox game vs. the Seattle Mariners and received the trophy at home plate.

ALUMNI GAME

Stanford Baseball highlighted its 2005 fall practice schedule with an annual Alumni Game at Sunken Diamond. An Old-Timers Game featuring a pair of Alumni teams with former Stanford players from the 1950's, 60's and '70's kicks off the Alumni Game festivities at Noon. The 2006 Stanford Baseball team took on a group of Cardinal Alumni from the 1970's through 2005. Admission to the Alumni Game was free. The team used the event as an opportunity to promote baseball season ticket packages.

PAJAMA PARTY

To help celebrate the team mascot's birthday ("Clyd"), the Lancaster Barnstormers invited children to come to the ballpark for a pajama party.

The first 1,000 kids to the ballpark received a free pass to the local amusement center. Free carousel rides were offered to those in attendance and young fans had a chance to play catch on the field before the game and run the bases after.

Domino's was the game's sponsor.



SPECIAL EVENTS

HALLOWEEN EVENT

The Green Bay Packers host a free Halloween-themed event, 'Spooktacular Fun,' in the Lambeau Field Atrium, from 10 a.m. to 4 p.m.

The event, modeled after last year's successful affair, again features interactive and entertaining activities, including sing-along music, magic, miming, clowns, stilt walkers and a juggler.

Children also will have the opportunity have their faces painted and receive a Green Bay Packers reflector to wear on their costumes during future trick or treating.

The inaugural event drew more than 6,000 attendees. It was the first of a series of free community events to be held by the Packers. A main stage, along with four side stages host a variety of entertainment throughout the day.

Main stage schedule:

10:30 - 11:15 a.m.: Randy Peterson - sing-along children's entertainer

11:30 a.m. - 12:15 p.m.: Duct Tape Guys - imaginative entertainment with green and gold duct tape

12:30 - 1:15 p.m.: Tom Burgermeister the Magician

1:30 - 2:15 p.m.: Randy Peterson - sing-along children's entertainer

2:30 - 3 p.m.: Dave Flemming the Juggler

3:15 - 4 p.m.: Duct Tape Guys - imaginative entertainment with green and gold duct tape

"RIB FEST"

Minor League Baseball's Class AA Carolina Mudcats teamed up with local entertainment and media groups to bring a community food festival to the team stadium.

More than 25,000 people were expected to attend the four-day event. Tickets were \$5 per day and kids under the age of 6 were admitted for free. Parking was also free.

Entertainment at the ballpark featured on stage performances from local musicians, other on-stage entertainment, children's activities, crafts and a farmer's market.

The "ribbers" (professional rib cookers) participated from six different states and competed to be recognized as the Grand Champion of the festival. In addition, prizes were awarded for the "Best Sauce" and for the "People's Choice Award."

The festival was promoted through radio spots and some grassroots efforts. A portion of the proceeds were donated to the American Red Cross to help with Hurricane relief efforts.



SPECIAL EVENTS

CAR SHOW / RALLY

Long Beach State University helped a group of drivers and dealers exhibit their automobiles at a car rally held before a 49ers volleyball match.

Mini Cooper owners met for a lunch in Long Beach before driving to the university to participate in a variety of activities including an ice cream break and pit stop at the school's baseball field to run the bases.

Participants later gathered at the Walter Pyramid, the team's volleyball facility, for a VIP reception.

Mini Rally organizers hired a production crew to show a movie on the side of the building prior to the game and install a car in the stands.

3-ON-3 TOURNAMENT

The WNBA's Washington Mystics developed the inaugural "Celebrating Girls in Sport 3-on-3 Girls Youth Basketball Tournament." The tournament was held on the team's practice court with the Championship Game being played on the MCI Center court prior to a Mystics home game.

The tournament did not charge an entry fee. Rather, participating teams were required to sell at least 50 discounted Mystics tickets to qualify for the tournament. For each 50-ticket increment above and beyond the required 50, the team could earn additional prizes and tickets (including bobble head dolls, Mystics autograph sessions and season tickets).

For each ticket that the team sold, the group received a \$2 donation from the Mystics for their organization.

HOMECOMING PROMOTION

The University at Buffalo plans a number of activities surrounding the annual homecoming game. Activities include:

- Student-sponsored carnival
- Pre-game tent party
- Chance to be among the first to see the team sport the new Bulls logo
- Watch the "MassBand" perform the halftime show
- Night of Comedy with alumnus and original Saturday Night Live writer, Alan Zweibel
- ChickenWingEatingContest
- Trivia



SPECIAL EVENTS

HOMECOMING DODGE BALL TOURNAMENT

As part of the University of Buffalo's Homecoming event, a dodge ball tournament will take place under the lights of the school's football field. The tournament was dubbed "Dodge Bull" after the University mascot. The tournament enjoyed a tremendous response as more than 100 teams comprised of students and alumni plan to compete. The victors will receive a trophy from the UB Alumni Association. The Alumni Association will take the reigns in planning and executing the tournament.

RECORD BREAKERS

Kazoo Record - The Louisville Bats Baseball Club vaulted themselves into the Guinness Book of World Records with over 2,900 participants in the "Largest Kazoo Ensemble" Tuesday night. The entire stadium, led by the West Louisville Boys Choir, played "Take Me Out to the Ball Game" on kazoos during the seventh inning stretch. The kazoos (bearing the name "National Jug Band Jubilee") were distributed by volunteers from the National Jug Band Jubilee. The previous record of most kazooists was 1,791. The kazoos' packages bear the slogan "It Ain't Music, But It's Close."

"This record belongs in Louisville—it's a matter of civic pride," said NJBJ founder and president Rod Wenz. "Kazoos are a major component of jug bands and jug bands are a major component of Louisville's unique musical history."

Dancing the Twist Record - Another world record attempt...this one falls short. Lynx Stadium was rocking and rolling August 17th thanks to the Tropicana Twist-er World Record Attempt, presented by Tropicana Twister and Hot 89.9.

After the Lynx 1-0 win over Buffalo, Lynx fans were invited to go down to the field to set a new Guinness World Record for the most people dancing the twist. At the park as official witnesses to the event, as well as being a couple of fine dancers, were CTV Ottawa personality Max Keeping and Ottawa city councilor Jacques Legendre. Two dance instructors from the Fred Astaire Dance Studio were also present and they treated fans to twist lessons.

In all, the Lynx attracted about 75% of their goal. The current record was set in 2004 by the students and staff of two schools in the United Kingdom.

Duck, Duck, Goose Record - Many teams have enjoyed the success of launching a "duck, duck goose" contest during game breaks. Two minor league teams decided to take the game to a whole new level.

Several years ago, the Lowell Spinners set out to break the Guinness Record for the World's Largest Game of Duck, Duck Goose. They were successful with 432 active participants.



FAN CLUBS

OFFICIAL NASCAR MEMBERS CLUB

NASCAR has fans revving their engines this race season... thanks in part to a new program started this past February called the Official NASCAR Members Club. For \$40 per year, fans can join the club, become an official member of NASCAR, and have a premium level of NASCAR involvement, receiving multiple benefits such as:

- *Insider Communications - Members receive access to an exclusive website, pre and post race reports from their favorite driver, and personalized e-mail communications
- *Exclusive Deals and Offers - Members receive over \$700 in savings from official partners, tickets and travel packages, plus special discounts on limited edition NASCAR merchandise
- *Opportunities for VIP Experience - Members can get pit and garage tours, driver introduction stage, members-only parties and driver meet and greets
- *Local Chapter Organizations - Members can join or start an organized chapter in your local community as well as participate in local events such as race watching parties

All told this membership program has about \$1,000 in perceived value for the fan. What's more, the program allows members to connect with other NASCAR fans, celebrity charter members, drivers, and sponsors. Charter members include 15 living NASCAR champions.

ATLANTA HAWKS "BOOSTER CLUB"

The Atlanta Hawks generated revenue via a booster club with nearly 100 members. The fee for joining the club is \$15 for an individual and \$25 for a family. Members receive invitations to chalk talks, open luncheons, closed luncheons, open practice and road trips.

The Director of Community Relations for the Hawks serves as liaison between the booster club and the team. He offers support and advice to club members.

D.C. UNITED FAN CLUBS

According to the team's Website, "The soccer fan is a rare breed of human. Their passion for the Beautiful Game is matched only by the effort of their respective side. They feel the pain of losses and share in the joy of victories. They turn match days into holidays and stadiums into carnivals. There are fans ... and there are soccer fans. And then, there are D.C. United fans..."

The team has embraced the fierce loyalty common among soccer fans by dedicating portions of their Website to the fans and the fan clubs supporting the team. The site recognizes four different "support clubs" and each club has seating sections reserved for them at the stadium. Each club also has its own Website, offering varying amenities to its members.



FAN CLUBS

DALE JARRETT FAN CLUB "UPS EMPLOYEE DISCOUNT" PROGRAM

In many instances, individual athletes offer special membership benefits for individuals participating in their designated fan clubs. Popular NASCAR driver Dale Jarrett offers many benefits to members, including:

- 2006 Membership Card
- 2006 Fan Club Hat Pin
- Color 5 x 7 Dale Jarrett Photograph
- \$10 Dale Jarrett, Inc. Store Coupon
- Letter From Dale
- Sports Duffle Bag (18" x 10.5" x 9")
- Insulated Lunch Sack (6.5" x 10.5" x 5")
- Mini Multi-Tool (12 functions)
- Bonus items are also contributed by sponsors and vendors periodically and are added to kits "while supplies
-

last". Members are also entered automatically into a drawing each month for special prize packages and receive invitations to exclusive "fan club member only" events. Members are also eligible to participate in DaleJarrettFoundation.Org Online Auctions.

Membership costs \$30 per person, but employees of UPS (Jarrett's car sponsor) receive a special \$5 discount. Valid proof of current UPS employment is required such as copy of pay stub or employee badge at registration.

KID'S CLUB EXCLUSIVE BENEFIT: SKATE & PIZZA PARTY

More than 200 young Storm fans and their parents attended a "members-only" Kid's Club Pizza Party and Skate with players event sponsored by Little Caesar's.

Following the Storm's daily practice, players took the ice for an hour-long skate with members of Stormy's Kid's Club, then shared in Little Caesar's Pizza and Pepsi in the upper level of the Tri-City Arena.

"This special skate and pizza party gets bigger every year," said Patty Mollring, Director of Marketing and Promotions for the Storm. "Both parents and kids really seem to enjoy it. It gives them the chance to meet players face to face. Of course we couldn't do it without the support of our sponsors, so we appreciate their help in putting on this event."

Stormy's Kid's Club is open to all Storm fans 12 and under. It costs \$5 to join, and that includes a special kid's club t-shirt, birthday card on their birthday, and an invitation to the end of the season pizza party and skating party. The kid's club is sponsored by Little Caesar's.



FAN CLUBS

KID'S CLUB "KICKOFF PARTY"

The Burger King Rocket Kids Club welcomed the beginning of its second year with a kickoff event on at a Toledo area Burger King restaurant.

Activities at the event included a football toss, a basketball shoot, water balloon toss and a tricycle obstacle course. Kids will also had the chance to put on an official Rocket jersey and football helmet and get their picture taken. Football posters, Burger King Frisbees and other prizes were given away.

The Head Football Coach was on hand to serve food for a half hour and to sign autographs. The coach served a special "Rocket Meal Deal" that includes broiled Falcon (Chicken Whopper, Jr.), medium crispy fries and a medium Coke for \$3.99. A percentage of the proceeds went to charity.

Kids 12 and under had the opportunity to join the Burger King Rocket Kids Club that day. Kids Club members received free admission to every Rocket home event (including football, men's basketball and women's basketball games), Kids Club t-shirt, membership card, certificate and newsletters for just \$15.00 per school year.

KID'S CLUB "BEHIND THE SCENES" MEMBER BENEFIT

The Atlanta Falcons Kid's Club, sponsored by Chick-Fil-A, offers several neat opportunities for its participating members, including an invitation to Falcons Kid's Club Day at Falcons Training Camp and a special invitation to a "Behind-the-Scenes" tour of the Falcons Training Facility. Falcons Kid's Club members also receive a host of added benefits, including:

- Welcome Packet Includes:
- Falcons Ruler
- Falcons Mini Pennant
- Falcons Pencil
- Falcons Folder
- Falcons Temporary Tattoo
- Kid's Club Bumper Sticker

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- Membership Card
- Welcome Letter from a Falcons Player
- Birthday Card from the Falcons
- Exclusive Discount on Falcons Merchandise at the Falcons Team Store in Flowery Branch, GA
- Special Offers from Chick-Fil-A
- Automatic Entry into a Drawing for 4 Pre-game Sideline Passes and Tickets to a Falcons Home



COMMUNITY RELATIONS PROGRAMS

CELEBRATING YOUR FANS

The front office staff of Minor League Baseball's Lakewood (N.J.) BlueClaws are on the lookout for BlueClaws fans out in public this season. Each staff member carries BlueClaws tickets to hand out to people that are seen wearing BlueClaws gear. Most recently, a fan wearing a BlueClaws item was given tickets while at a St. Patrick's Day Parade. This is a very simple and effective promotional idea.

RANDOM ACTS OF KINDNESS RECOGNITION

Citizens Bank, the naming rights sponsor of the Philadelphia Phillies new Citizens Bank Park, recruited members of the public to be "Citizens Bank Ballpark Bankers" during Phillies games. These "Bankers" helped out fans with anything they might need and perform "random acts of kindness."

They also assisted fans in finding their seats, hand out candy to kids, give fans concession coupons, and staff a "fun-and- games" section of the ballpark. Citizens Bank was expected to enlist 40 primary workers and 10 back-ups for the program.

OPERATION BLESSING

Operation Blessing, a non-profit focused on providing food, clothing, shelter, medical care and other basic necessities of life to the needy, combined forces with the Kansas City Chiefs and Kansas City Royals professional sports teams in the fight against hunger. In the event, more than 120,000 pounds of food was distributed to 3,300 people in need.

Each adult received three bags of groceries, weighing an average of 15.2 pounds. The 1,000 children in attendance were also given a specially-packed bag for kids filled with toys and games.

Players from both organizations joined the more than 150 volunteers at Indian Spring Shopping Center in Kansas City, including representatives from the USDA and Oroweat. The day's corporate sponsors also included Malt-O-Meal, American Italian Pasta, Allen Canning Company, Hershey Chocolate USA, Victoria Beverage, Fresh Express and Scholastic Inc.

The Chiefs contingent was lead by Eric Hicks and Shawn Barber, while Royals like Mike Sweeney also joined in to lend a helping hand. Those waiting to receive food were treated to autographs and photos with their favorite players, and others distributed the bags of food. Additionally, the athletes took time to share some of their personal stories of adversity to inspire hope among the recipients.



COMMUNITY RELATIONS PROGRAMS

DISASTER RELIEF

The Staten Island Yankees of the New York-Penn League donated 20% of all ticket sales proceeds to the relief fund for the Tsunami victims in Asia. This included all sales for mini-plans, season tickets, group tickets and individual game tickets.

The promotion ran for an entire week, and The United States Postal Service workers on Staten Island purchased \$5,000 worth of individual tickets upon hearing of the program.

WRISTBANDS FOR A CAUSE

The NBA's Washington Wizards raised over \$30,000 for the tsunami relief effort in a special 2005 promotion featuring novelty wristbands. The bracelets, referred to as "Tsunami Relief Bands", and cost fans a minimum \$2 donation and were available for purchase at two select home games.

To create awareness for the promotion, many Wizards players filmed several public service announcements. Proceeds from the sale of the wristbands went to UNICEF.

BREAST CANCER AWARENESS

The Kansas City Chiefs continue to partner with the Susan G. Komen Breast Cancer Foundation to raise awareness and funds for breast cancer treatment and prevention. Each preseason, Chiefs staff, along with players and coaches' wives, participate in fun runs and walks near the Union Station/Crown Center area. Over 50 members from the Chiefs organization participate each year. The Komen Race for the Cure is the largest series of 5K runs/fitness walks in the world. Since the organization began in 1983, the series has grown to 100 races with more than 1.5 million participants. The race is held annually in over 100 cities across the United States.

READ ACROSS AMERICA DAY

Each year, Ravens players join classes across the Baltimore area for the National Education Association's Read Across America event. This nationwide reading celebration takes place on or around March 2. In the spirit of the day, guest readers are on hand across the country to spend time with elementary school children.



TICKET SALES PROMOTIONS

BUILD LOYALTY WITH STUDENT SPIRIT CARDS

The University of Southern California (USC) encourages student attendance at school athletic events with a Student Activity Card. The program provides current students with an opportunity to attend all home athletic events, and features several benefits such as the opportunity to attend popular events, such as the annual football game versus rival UCLA. The card also affords students an opportunity to attend any post season games in which the Trojans participate and USC's yearbook.

The card is made available at a set price, and students must present a valid form of identification and proof of matriculation is also required.

A "punch card" is used at various times during the year for away football game ticket purchases and other selected events.

STUDENT NIGHT PROMOTION

Marketers in the University of Minnesota athletic department created a program in an initiative to tap into the large contingency of students on campus. The program, called "Student Night" was implemented to promote six different women's sports.

Here is how Student Night worked for women's volleyball:

- Student Night kits were sent to all residence-hall community advisors on campus. The kits consisted of volleyball posters, schedule cards and Student Night flyers that promoted all of the Student Night events.
- Organizers advertised in the Minnesota Daily, the student newspaper. The ad included a sign-up form and promoted all the giveaways and Student Night games.
- Student Night was promoted on all campus-area Papa John's pizza box tops two weeks before the event.
- All students with a Minnesota ID were admitted to the game for \$3.
- The first 100 students received free women's volleyball T-shirts.

Students at the game entered to compete in the on-court promotion, "Who Wants to Win Free Books for a Semester?" -- a takeoff on the television quiz show "Who Wants to Be a Millionaire?". University Bookstores provided a \$250 book scholarship for one semester. The name of one student was selected randomly, and that student was put in the "hot seat" at half court between games. The announcer had a series of volleyball trivia questions. If the student answered the questions correctly, he or she won a prize. If the student answered all five questions correctly, he or she won the free books.



TICKET SALES PROMOTIONS

UNDERSTANDING FAN BEHAVIOR

With a need to increase student attendance at all men's and women's basketball home games, the marketing department at the University of Hartford saw the need to create a "students only" promotion. It was named Howie's Prize Extravaganza, after the school's Hawk mascot.

During the summer, research determined that students were more likely to attend home games if they had a physical ticket in hand even though admission to basketball games at Hartford is free for those with a valid student ID. Organizers came up with the idea of issuing student-only raffle tickets that made the holder eligible for four major prizes throughout a home basketball game.

"Howie Tickets," as they came to be called, could be picked up at specific locations in the days before a game, or even at the game.

Howie's Prize Extravaganza was an immediate success. The first night, a student successfully completed the grand-prize giveaway by making a lay-up, free throw, three-point field goal and half-court shot within the 45-second time limit. Once the first individual won the grand prize, the buzz around the campus increased. The promotion has increased attendance by about 350 to 400 students per game.

HERITAGE NIGHTS

The University of Charlotte ticket marketing team created a unique promotional opportunity by reaching out to campus student organizations. One such promotion involved the 49er's women's basketball team and the University's Greek student organization, where any member of the Greek student group received discounted tickets. In addition to the discounted ticket price, the 49ers staff highlighted other promotions and special entertainment to draw a larger crowd.

Additional promotions and entertainment included free t-shirts to the first 50 fans through the door, a \$10,000 shot contest, a half time performance by the Metrolina Christian Academy's ball handling team and a post-game autograph session (for Kid's Club members only).

COLLEGE NIGHTS

School was in session at two Blue Jacket's games, as Columbus hosted "College Nights" at Nationwide Arena. For a price of \$22, students received a "College Night" combo ticket package that had a perceived value of \$70. Included in the package were the following:

- Ticket to the game (\$43 face value)
- Admission to a post-game concert at PromoWest Pavilion, a concert venue located across the street from Nationwide Arena (\$12 perceived value)
- Blue Jackets hat or T-shirt (\$15 perceived value)

Could you create a similar promotion and invite recent grads and/or alumni?



TICKET SALES PROMOTIONS

MOVIE THEME NIGHT

The Columbus Blue Jackets gave their fans a reason to chant "Toga! Toga!" by offering a one of a kind promotion. As a part of the organization's effort to drive single game ticket sales, the Blue Jackets and the Arena Grand Theatre created a full night of entertainment in downtown Columbus' Arena District centered around the 25th anniversary of the classic film "Animal House". Fans could purchase the "Animal House" Night package for a special price of just \$23.

This package used a number of selling points to entice fans to purchase the package. The main selling point of this offer was a ticket to see the Blue Jackets take on the Tampa Bay Lightning, a \$43 value. Second, fans were given a voucher for one of two exclusive screenings of "Animal House" at the Arena Grand Theatre, before or after the game. Third, the package included admission to a post game concert at the neighboring PromoWest Pavilion featuring the original Otis Day and the Knights (band of "Louie, Louie" fame). Finally, fans were also given a commemorative t-shirt as a souvenir. The total value of the "Animal House" Night package was over \$70!

To further enhance the fan's experience, the entire game presentation that evening was dedicated to the spirit of "Animal House," with multiple movie clips played on the videoboard. Fans were treated to a "Animal House" look-a-like contest, a karaoke "Louie Louie" song, and an intermission contest featuring fans trying to quickly pick up 10,000 marbles. Numerous fans were even seen wearing togas!

SPRING BREAK PROMOTION

The Detroit Pistons held "Spring Break Night" at an April home game against the Orlando Magic. For the game, the team's event staff dressed in beach clothes and "beach-themed" music was played. Fans were encouraged to dress in their best beachwear and the first 5,000 fans received a beach towel. An on-court beach attire contest was held, with the grand prize being a trip for two to Cancun, Mexico. There was also a hot tub for fans to dip into. The Caribbean Blues Band and a Polynesian dance troupe provided entertainment. Students were able to purchase \$33 level tickets for \$20 when showing their school ID.

BACK-TO-SCHOOL NIGHT

The WNBA's Seattle Storm hosted a Back to School Night at an August home game. The first 3,000 fans received Storm backpacks courtesy of Pepsi. All fans were encouraged to bring school supplies to donate to the Storm's Back to School Supply Drive. Each fan that made a donation was automatically entered into a drawing for the chance to win an autographed team ball or a suite for the Storm game on Fan Appreciation Night.



TICKET SALES PROMOTIONS

"ALL YOU CAN EAT" NIGHT

In an effort to boost attendance in July, minor league baseball's Beloit Snappers hosted an "All You Can Eat Night." For just \$10 fans received admission to the game as well as the rights to an all-you-can-eat menu at the main concession stand. The menu featured hamburgers, hot dogs, pizza, peanuts, popcorn, and sodas/beverages. The event was free to season ticket holders.

SUPER HERO NIGHT

The Snappers teamed up with AK Comics to present a special web based contest for the team's Super Hero Night promotion. The contest winner received two free tickets to a future game which featured post-game fireworks sponsored by AK Comics. The winner also earned the right to throw out a first pitch that night and will also get a prize package from AK Comics.

The contest was to create the Best Original Super Hero. Contestants emailed the Snappers office and the staff selected the winner. To identify participants of the promotion, the team asked contestants to type "super hero" in the subject line of the email. The team suggested that contestants offer detailed descriptions of their super hero and include such characteristics as costume, special powers, secret identity, weapons, transportation, hidden residence, etc. Also from the team Website: "Have fun, but keep it clean and fan- friendly." Each entry received one complimentary ticket to a future game and entries were limited to one per household.

Super Hero Night also featured a comic book give away to the first 500 kids, provided by AK Comics, and there was an authentic Batmobile on display, provided a local Auto Museum.

BARK AT THE BALLPARK

A celebration of dogs promotion hosted by the Pittsburgh Pirates (and sponsored by Del Monte's Pup-Peroni® brand of dog snacks) benefited the Pittsburgh- based Animal Friends organization. Pup-Night at PNC Park featured a Pup-Rally, a collection of pup-friendly pregame activities on Federal Street, including:

- Pup-trick auditions for a chance to win a trip to New York City and appear in the CBS Late Show's Stupid Pet Tricks segment.
- A pup-obstacle course and a "hos-pup-tality tent" featuring a fenced free roam area, pup-beds, pup-chairs and Pup-Peroni sampling bar.
- Booths along Federal Street featuring free pup-massages, pup-grooming stations and pup-psychic sessions, as well as assorted educational displays from pup-friendly organizations.



TICKET SALES PROMOTIONS

TROPICAL THEME NIGHT

The University of Michigan's athletics department, faced with an early 11 a.m. men's basketball tip-off against a low-profile opponent, wanted to create a party atmosphere for the student section to stimulate attendance and enthusiasm from the beginning of the game.

The resulting promotion featured the 12 "best-dressed" students selected from the "Maize Rage" student section to participate in a halftime limbo contest. Students were judged on their creative beach attire, which was required to include the student section's official "Maize Rage" T-shirt. The winner of the limbo contest received two free airline tickets for spring break.

The athletics department sent an e-mail to student season ticket holders challenging them to be the best-dressed Beach Day fan and informing them of the contest. One thousand Hawaiian leis were distributed to fans before tip-off. Staff selected 12 competitors out of the crowd to participate in the halftime limbo contest, which was accompanied by beach theme music and inflatable palm trees.

The contest gave students a reason to come to the morning game early and prepared. The rest of the crowd was energized by the students' enthusiasm. Since the event, students have been independently submitting their ideas for follow-up theme games.

CARIBBEAN NIGHT

An early September game with the Newark Bears featured a "Caribbean Night" theme. Highlights included a pre-game performance by the Caribbean Steel Beat band and a post-game fireworks show (presented by Garden State Fireworks).

Fans who presented a Caribbean flag at the box office received free admission. All fans had the chance to win a trip for two to a destination in the Caribbean courtesy of a local travel agency sponsor.

VIDEO GAME NIGHT

The Wisconsin Timber Rattlers hosted Video Game Night at the ballpark.

The promotion featured arcade games, virtual reality, console games, and much more at the stadium and players wore special 8-bit themed jerseys and hats. Special 8-bit logo hats were sold as an exclusive merchandise item as well..



TICKET SALES PROMOTIONS

SEASON TICKETS SWEEPSTAKES PROMOTION

The Ottawa Lynx of Minor League Baseball held a unique sweepstakes that helped to increase season ticket sales. The program was called "Ottawa Lynx Season Tickets Sweepstakes."

All individuals or companies that purchased a full price season ticket for the season were eligible to win the sweepstakes. The grand prize was the use of a billboard sign that is affixed to the team's ballpark and overlooks a major highway (the sign is viewed by more than 60 million motorists a year). The advertising value of the sign is \$60,000. The grand prizewinner was 'Chances R' Restaurant.

While the sweepstakes was open to individuals and businesses, most individuals decided to take a discount on their season tickets rather than opt for full price season tickets and the sweepstakes.

TICKET RENEWAL INCENTIVES

- The Detroit Pistons gave season ticket holders who pay in full by May 15 a 5% discount, VIP parking pass, and an autographed jersey.
- In the NHL, the Dallas Stars moved their early renewal deadline up to March 5 and are offering a two-year price freeze on season tickets if fans meet that deadline.
- The New York Islanders offered free tickets to the first two rounds of the current playoffs to fans that paid for a full season ticket package by March 21. The promotion paid off, as the team signed up 1,500 new full season ticket holders and their renewal rate was at 92.5% over the last few weeks of the season.

REFERRAL PROGRAM

The Mississippi Sea Wolves of the ECHL have started a new season ticket holder referral program. Any current season ticket holder that refers a new season ticket holder will receive an exclusive 48" by 69" afghan blanket with the team's logo. The afghan is only being made available through this program. Fans can also choose a cash gift of \$25 if they don't want the afghan.



PROMOTIONS WITH A CAUSE

AMERICAN HEART ASSOCIATION PROMOTION

The Chicago Bulls put together a very effective cross promotion with the American Heart Association Youth Market Division to devise a program that would recognize top achievers in the "Jump Rope for Heart" program in local elementary schools.

By recognizing participant achievements and honoring the program's top fundraisers with a free ticket to a Bulls game, they also increased ticket sales substantially with a special ticket offer to the friends, family and classmates of the jump rope participants.

A special pre-game celebration was held on the court featuring photo opportunities for all "Jump Rope for Heart" top fundraisers.

NON-PROFIT NIGHTS

The Nashville Sounds of Minor League Baseball are holding a "Non-Profit Night" ticket special at their August 16 game. For the game, all local non-profit groups that submit a ticket request in writing on company letterhead are provided with free tickets. Last season, the team ran this promotion and 8,000 tickets were presented to non-profit groups. The Sounds' ballpark holds just over 10,000 fans.

SPECIAL OLYMPICS

The Bucks have a strong commitment to Special Olympics in Southeastern Wisconsin. The Bucks host an annual Special Olympic Basketball clinic each season. Bucks players and coaches teach campers basketball fundamentals. During the season, the Bucks host a Special Olympics Night in which All-Star players from local Special Olympics leagues are featured at halftime of a Bucks game in a special basketball exhibition.

Tickets are offered to friends and family at a special rate.

EDUCATION INITIATIVE

The NBA's Golden State Warriors provide schools an opportunity to offer interaction between students and the team mascot, via a book reading session or performance of a special dunk show at the school.

To participate, the team asks the schools for an opportunity to present discounted ticket information to participating students and to their parents by distributing sales information.



PROMOTIONS WITH A CAUSE

SCHOOL PROGRAM

The goal of the WNBA's Sacramento Monarchs School Program is to increase game attendance levels of elementary, middle and high school students. Each student who purchases a ticket to a Monarchs game receives a Monarchs folder, sticker and player card sheet. To participate, a school must purchase a minimum of 20 tickets.

When at the game, students are encouraged to display school spirit by wearing gear representing their schools to each game.

PTA PROGRAM

The Cavaliers' PTA program involves three unique components:

- 1) Read to Achieve Program: Schools who purchase a minimum number of tickets are eligible for participation in the Read to Achieve Program
- 2) PTA Member Nights: A discounted ticket is offered for all PTA members and friends and family for a specific game in appreciation for their work.
- 3) PTA Registration: In the Cleveland area, PTA registration costs \$15 and the registration fee includes a free Cavaliers ticket. Additional discounted tickets are made available to members for friends and family.

HOME SCHOOL NIGHT

Many teams offer special school discounts and education related programs. One team, however, took the concept to a new level. The Hershey (Penn.) Bears of the AHL hosted "Home school Night" at two home games. Special ticket discounts were offered to home schooled children and parents, and educational programs created specifically for home schooled children were presented.

EMPLOYEE DISCOUNT NIGHT

Piggybacking on the recent success the auto industry enjoyed with their "employee discount" promotions, one minor league team offered a special employee promotion of their own.

The Newark (N.J.) Bears baseball team offered fans a special "Bears Employee Discount" of 20% on all team merchandise at their three final home games.

Offering a merchandise discount late in the season is commonplace among teams in an effort to clear out inventory. Featuring merchandise as a special promotion is one way to help boost sales.



TICKET SALES PROMOTIONS

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THANK YOUR FANS

As a 'thank you' to the fans, the Milwaukee Brewers are offered a generous amount of free tickets to fans for its season home finale. Each fan can reserve up to eight free tickets, while supplies last. Although the tickets are free, there is a \$2 per ticket/\$2 per order fee for tickets ordered online and a \$5 fee for phone orders. If fans reserve their tickets at the ballpark box office, they won't be charged a service fee.

SUPPORT YOUR TEAM AT AWAY GAMES

The UCLA Bruins offered an alternative to the traditional mini-plan ticket package. For a package price, fans had the opportunity to see the Bruins play key games versus the University of Oklahoma, University of California and its rival USC, even though the USC game was not a home game.

Because USC resides nearby, the marketing staff determined fans could travel with relative ease to participate in the promotion. The team used their allotment of visiting team tickets for inventory in the promotion.

The program was being promoted through direct mail, the Web (www.uclabruins.com) and by an in house telemarketing group.

FANTASY FOOTBALL PARTY

With Fantasy Football now hugely popular, the Lancaster (Penn.) Barnstormers baseball team came up with a good way to tap into the market: they invited Fantasy Football Leagues to hold their player drafts in the team's party suites. For \$300, leagues received the use of a suite for up to 20 people (and \$20 for each additional person) for three hours. A food spread was also included in the cost of the suite. The Barnstormers made the suites available August 26-September 7.



TICKET SALES PROMOTIONS

COLLEGE RUSH PROGRAM

The Johnstown (Pa.) Chiefs of the ECHL have a ticket program called "College Rush Program." The policy gives area college students the last minute chance to buy unsold game tickets in a "prime section" for a discounted rate of \$7 (they are normally \$13). The tickets can only be bought at the discounted rate seven minutes (or less) before the start of the game--hence the "rush" part. The plan gives the Chiefs a way to take in some ticket revenue from seats that might otherwise not be sold.

FAN APPRECIATION NIGHT

As part of the Delmarva (Md.) Shorebirds' "Fan Appreciation Night" game, every fan in attendance received a free ticket to the team's home opener game.

There are variety of ways you can thank your fans during fan appreciation promotions while helping to boost attendance along the way.

STATE FAIR CROSS PROMOTION

The Minnesota Twins have partnered with the Minnesota State Fair to offer the "Great Minnesota Get Together" package, which features a ticket to both attractions. For \$17 per person, fans receive an Upper Club Level ticket and one general admission ticket to the State Fair.

The total value of the two tickets separately is \$24. The package is applicable for any Twins game August 23 through September 7. It is available only through the team's call center.

ULTIMATE FAN PACK

Tulane University offers a multi-sport season ticket package called the "Ultimate Fan Pack." Priced at \$650.00 for both adults and youths, the package includes one reserved season ticket for football, men's basketball, women's basketball, and baseball, and one general admission season ticket to soccer and volleyball. Fans that purchase this package also receive an invitation to go onto the field at certain games and an exclusive gift.

COMMUNITY CONNECTION

Boston College has a program called "Community Connection Ticket Program" that provides tickets that fans can't use to youths in the Boston College area. Fans that can't use particular tickets are invited to mail them to the school approximately one week prior to the corresponding event if possible. Last year, the school distributed more than 20,000 tickets through the program.



TICKET SALES HOLIDAY PROMOTIONS

VALENTINE'S PROMOTION

Many teams take the obvious approach to promoting special ticket packages surrounding the Valentine's Day "holiday". The Philadelphia Wings of the National LaCrosse League (NLL) however, promoted an extremely non-traditional Valentine's Day event.

Affectionately called "Love Stinks Night", a team press release described the game as "a night for those single people who don't feel the need to go all out on Valentine's Day." The event offered attending fans numerous non-romantic themed game entertainment, including video testimonials from jilted lovers, a "heartbreak piñata", sappy movie moments," a divorce lawyer, and "8 Minute Dating."

Fans who participated in "8 Minute Dating" were rewarded with a free ticket to the game.

EASTER EGG HUNT

The Wilmington Blue Rocks team up with a local radio station for an annual Easter Egg hunt at their home stadium.

About 400 kids attended the 2006 egg hunt with close to 4,000 eggs scattered in the outfield. Kids also had their picture taken with the team mascot and the Easter Bunny. Bright blue skies and sunshine set the scene as different colored eggs dotted the green outfield grass of Judy Johnson Field.

The Easter Egg hunt started at 11 a.m. and kids were already lining up by 10 a.m. for the event.

NEW YEARS PROMOTION

On New Year's Eve, the Atlantic City Boardwalk Bullies of the ECHL played an afternoon game against the Trenton (N.J.) Titans. After the game, the Bullies celebrated the coming New Year by holding a balloon drop in the main concourse. Fans were invited to congregate as numerous balloons were dropped following the "10, 9, 8..." countdown. Inside the balloons were gift certificates to restaurants, hotels, golf courses and other area attractions.

HOLIDAY MINI-PLANS

The Providence (R.I.) Bruins of the AHL are offering a number of 3-game ticket plans. Each plan costs \$30 total and includes a ticket to three designated games. The available plans are the Friday, Saturday, Sunday, Holiday (Thanksgiving, Christmas, and St. Patrick's Day holidays), and Rivalry 3-Game Plan.



TICKET SALES HOLIDAY PROMOTIONS

HOLIDAY LIGHT FESTIVAL



The Los Angeles Dodgers hosted a drive-thru Holiday Festival to celebrate their 2020 World Championship and the holidays.

The nightly drive-thru at the Dodger Stadium parking lot will run from Nov. 27 through Dec. 24 from 5 to 11 p.m. and feature a light show, LED video displays, fake snow and interactive displays honoring the Dodgers World Championship.

"TRICK-OR-TREAT" WITH TEAM MASCOT

Syracuse Crunch fans will have a unique opportunity to win a night of trick-or-treating with the world's only ice gorilla, Al, at an October Crunch home game. All children in attendance, 16 and younger, who come to the game in a Halloween costume will be able to register at the stadium guest service desk for the opportunity to win a night of trick-or-treating with the Crunch mascot, Al. The team will randomly select a name from all entries and announce the winner in the second period of the game.

In addition, all children in costume at the game will be invited to join Al on the ice during the second intermission.

"SANTA SACKS"

The NHL's Philadelphia Flyers offered fans "Santa Sacks" as part of a holiday ticket sales push. Each gift pack includes game tickets, a collectible Gritty ornament (team mascot is "Gritty"), autographed items, and more. Some of the items included:

- Flyers Tickets
- Collectible Gritty Ornament
- Autographed Puck Signed by a Flyers Player (Player Assigned Randomly)
- Autographed Mini Stick (choice of Hart, Giroux, or Konecny)
- Bonus Pair of Lower Level Wings Lacrosse Tickets (the team's minor league affiliate)
- Gift Bag



GAME ENTERTAINMENT

THE BLUES BROTHERS ACT

The Blues Brothers Act was started in 1984 by Bob Masewicz and Bill La Rue of La Crosse, Wisconsin.

The guys perform live Blues Brothers music and also have an identical replica of the original Blues Brothers car.

The Blues Brothers Act entertains throughout the game or event by performing Blues Brothers songs and skits live (No lip-synching), while adding high-energy dance steps. They fill the crowd with excitement by joining them in the fun.

The Blues Brothers Act entertain at thousands of sporting events throughout all 50 states and seven countries including parts of Europe and Asia.

The primary sports they play are baseball, hockey, and basketball, but they have also performed for indoor football and auto racing.

The boys are in very high demand during various times of the year. The price of the show varies from season to season. Travel expenses are included in the fee. Hotel rooms are needed for the night of the event.

If there is a sponsor involved the Blues Brothers can make an appearance free of charge at the sponsor's place of business if time permits.

The Blues Brothers also provide extensive promotional material such as color posters, glossy pictures, audio and video footage, and more. This is intended to help our clients and the Blues Brothers Act to have the most successful show possible.

THE FAMOUS CHICKEN

The Famous Chicken, also known commonly as The San Diego Chicken, has reached icon status as a sports and entertainment personality throughout the nation and the world. In his element as an outrageous comic actor, he's as unique and gifted a humorist as any stage has ever seen.

His impact is such that The Sporting News editors named him as one of The Top 100 Most Powerful People in Sports of the 20th Century. He's on a list that includes Muhammad Ali, Babe Ruth, Jesse Owens, Pete Rozelle, Ted Turner and Wayne Gretzky among others.

The Chicken is the jester among the jerseys. He is what everyone wants him to be, prancing in a spiritual space on a creative odyssey. Or to put it simply, he plays the class clown for all those who wish they never grew up.



GAME ENTERTAINMENT

ZOOPERSTARS!

ZOoperstars! is a traveling inflatable entertainment act, [1] based in Louisville, Kentucky who utilizes comedy, acrobatics, tricks and maneuvers accompanied by synchronized dancing to entertain. The name ZOoperstars! is derived from the "pun-based animal athlete monikers such as Shark McGwire, Ken Giraffey Jr. and Tim Tebull." Currently, the mascot dance troupe has over 40 different characters who sport similar pun-based names.



JESSE WHITE TUMBLING TEAM

The internationally known Jesse White Tumbling Team has been thrilling audiences since 1959. Their acrobatic performances can frequently be seen during half-time shows for the National Basketball Association, the National Football League and Major League Baseball games. The team entertains at business and sporting events year-round, including colleges and universities nation-wide.

TYLER'S AMAZING BALANCING ACT

Tyler Scheuer's unique, high-energy performance has been wowing crowds for the past eight years! My performance is geared toward ALL sports and consists of him balancing wheelbarrows, bikes, ladders, and much more on his face while at the same time dancing to music and engaging the crowd! Tyler was the #1 Most Booked Halftime Act in College Basketball 2017-19 and has been wowing crowds for the past 7 years!

STEVE SAX - SIMON SEZ PERFORMANCE

From TV producers to corporate event planners to fan experience professionals at sports arenas around the U.S. and Canada, Steve Max, the Master of Simon Sez, is the 'go to'

entertainer for taking audience participation and laughter to extraordinary new heights!

Since 2003, Steve Max continues to be one of the most requested halftime shows in the nation! With his microphone and quick wit, Steve's high energy and hilarious commentary. Get your fans laughing, pumped and excited for the second half of the game!

