

Hoops for the Holiday

NCAA WOMEN'S BASKETBALL BEST PROMOTIONAL PRACTICES SUBMISSION 1

1. Institution: UNC Asheville

2. Division: I II III

3. Contact name: Erin Punter

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Contact telephone number: 828-250-3857

4. Type of promotion (check one)

- In-arena Promotion – Halftime, Timeout, Season-long, Postgame
 Ticket Sales- Season ticket sales, group ticket sales (youth, student, corporate)
 Single-Game Attendance Promotion
 Other _____

5. Target Audience (check all that apply)

- Alumni Students
 Faculty Community
 Youth Corporate
 Other _____

6. Goal: Encourage fans to purchase tickets to be used for youth in the community

7. Average regular-season game attendance: 450

8. When (halftime, pregame, etc.): _____

9. Cost: Tickets are sold for \$2 and school matches ticket gift

10. Are you competing against other events in your market? Yes No
If yes, check all that apply:

- Professional sports Other colleges
 Community leagues High school
 Other amateur leagues Other _____

11. Other resources/materials needed: # Christmas tree and small paper basketballs

12. Staff/Volunteers needed: Ticket sellers at games were utilized.

13. Did you collaborate with other groups? Yes No
If yes, please list groups: _____

14. Did you obtain any corporate sponsorships? Yes No
If yes, please describe: _____

15. Planning timeline: Secure needed materials and begin promoting November through Dec.

16. How did you advertise the promotion? Game Public address announcements and flyers as well as directly asking ticket buyers if they would like to participate

17. Set-up time needed: Minimal. Need time to produce flyers and basketballs

18. Official Rules (if applicable): _____

19. How to execute the promotion: all fans are asked to buy a "tips for the holiday" ticket at the door. Men throughout the remainder of the season's groups are acknowledge upon attendance.

20. Prizes (list items and their approximate value): _____

21. Results: We sold 200 tickets this year (a tremendous increase over last year). So 400 area youth will get to experience a game.

22. Any other comments? _____