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GAME DAY REPORT
MENS BASKETBALL V.
LASALLE
2.22.2011



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PRE-GAME PROMOTIONS

- ❖ 500+ “Slumber Party” Flyers distributed around XU campus and surrounding area restaurants

- ❖ Facebook Event
 - ❖ Reached *over 1,000 + people (mostly Xavier students)*

- ❖ Twitter
 - ❖ Xavier Sports Property (**Over 430 followers**) tweeted 5 times
 - ❖ “Slumber Party @ Cintas Center 2nite! Two students with the most creative outfits will compete for \$1,000 mattress set. Are you fan enough?”
 - ❖ “X Fans, stop by the Mattress Warehouse Marketing Table 2nite & sign up for free Xavier gel bracelet & chance to win \$200 Visa Gift Card”



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IN-GAME PROMOTIONS

❖ Mattress Warehouse Marketing Table

With sample mattress available

❖ Distributed all 2,500 Xavier gel bracelets

❖ Nearly 300 people registered for \$200 Visa Gift Card

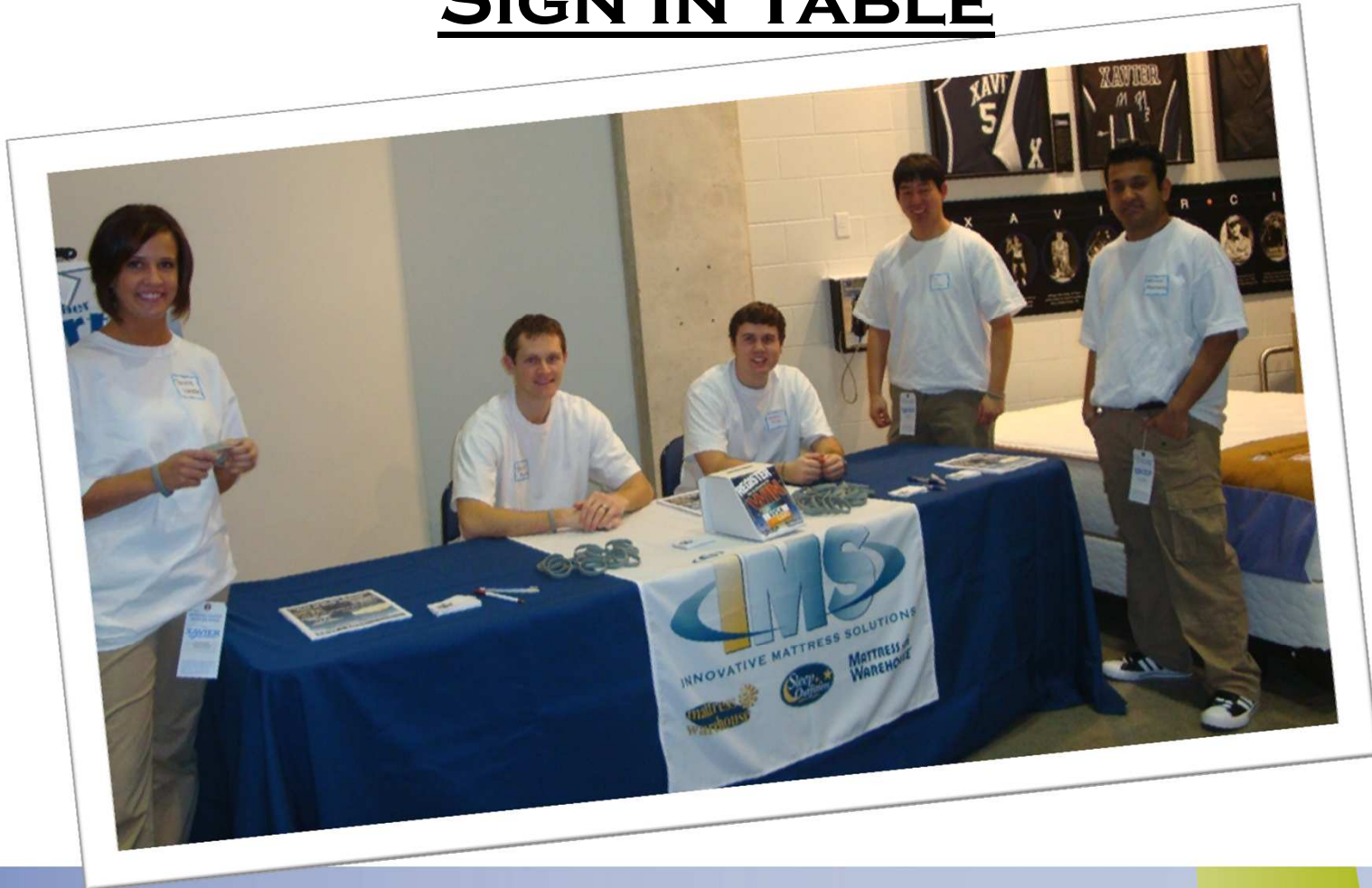
❖ Game Day Crew Wore “Slumber Party T-Shirts”



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IN-GAME PROMOTION

SIGN IN TABLE





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IN-GAME PROMOTION **CLASS OF '52 MATTRESS TESTERS**





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IN-GAME PROMOTION

SAMPLE MATTRESS





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IN-GAME PROMOTION **BRACELET DISTRIBUTION**





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VISA



**GIFT CARD
GIVE-AWAY**





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**NOW IT'S A
PARTY!!**



THANK YOU!!

**FROM THE XU SPORTS
ADMINISTRATION
PROGRAM**

PROFESSOR , ERNIE FLORKOWSKI

STUDENTS

DOUG DAVENPORT

CORI DAYTON

JEREMY FRITZ

BRENT MARTIN

JONATHAN OLSON

KELSEY PILATI

ABISHEK RAYAMAJHI

DANIELLE WEDDLE