

2001-2002

BASKETBALL STUDENT MARKETING PLAN



Overview

Often, students voice that they are unaware when men's and women's basketball games are being played. In an effort to better inform and attract students to these basketball games, the following plan will be used.

Banner in Student Center Entrance

Staff Responsible: Terra

Date for Completion: 11/15/01

As has been done in the past, a banner will be hung in the entrance of the Student Center the day of each men's and women's basketball game informing students of a game being played tonight. This banner will be hung by Student Center Staff.

Jeep Wrangler Shoot-out Promotion

Staff Responsible: Jeff

Date for Completion: 11/26/01

In an effort to promote the Jeep Wrangler Shoot-out and inform students of all men's and women's home games, a Jeep Wrangler will be placed in several strategic locations around campus. This Jeep, provided by Roger Williams, will have a banner proclaiming, "Win me at Daniel-Meyer Coliseum!". Also, signs with the men's and women's home schedule will be placed on the Jeep. The Jeep will be featured for two weeks in front of the Student Center, one week in front of the library and one week in front of the Worth Hills Cafeteria. During all men's and women's home games, the Jeep will be parked in front of DMC. Having the Jeep Wrangler on display on campus will attract students to take a look at the car and will inform them of the promotion and the home games.

Frog P.L.U.S. Card

Staff Responsible: Jason

Date for Completion: 11/28/01

Overview

The Frog P.L.U.S (Proud. Loyal. Ultimate. Student) card will be an incentive based program to reward students for attending Men's and Women's Basketball games for the 2001-2002 season. The program is aimed to build a stronger student fan base and give them something to strive for in achieving a goal of attending a certain number of basketball games.

Distribution

The cards will be designed by sports marketing and distributed through mailing services to all of the student mailboxes by November 28. Additionally, cards will be distributed through student organizations where presentations will be made by either a sports marketing staff member or student organization leader. These

presentations will take place by December 3. Cards will also be available to be picked up during game days at the TCU ticket office.

Prizes

Students attending the designated total number of games between Men's and Women's basketball:

10 games = FREE Ticket to the Battle at the Ballpark (TCU vs. Texas)
FREE Fajita Dinner from Rosa's Café

20 games = Pizza Hut/Kentucky Fried Chicken/Taco Bell Prize Pack
Autographed team poster (Students choice of Men's or Women's)

30 games = Name will be entered into a drawing for two (2) American Airlines tickets to anywhere in the continental United States.

The American Airlines tickets will be given away at the last Men's Basketball home game and the raffle will be done during half-time. The students will turn in their cards at the last game as they come into the arena for the drawing half-time. Students must be present to win. .

Redemption

Students will be able to redeem their cards and get their prizes in the TCU Sports Marketing offices between the hours of 8:00 a.m. to 5:00 p.m. M-F. A TCU Marketing employee will initial the back of the card to show that the students have received their prizes.

Game Operations

At each game we will have a designated student worker or full-time staff member standing at the student entrance to punch the Frog P.L.U.S cards. A random number will be used for each game so that the students will be unable to predict which number will be punched. A special Frog hole puncher will be used so that no one will be able to just punch a hole and say they were at the games.

Table Tents

Staff Responsible: Terra

Date for Completion: 11/26/01

In an agreement with Marriott, we will place table tents on each table at all dining facilities on campus. The table tents will feature the men's home games on one side and the women's home games on the other.

Taco Eating Contest ***Staff Responsible: Jason and Jeff****Possible Dates: M-UAB; W-Tulane**

Sponsored by Rosa's Café, this promotion will be used as a competition between student organizations. Each student organization will have the opportunity to enter one contestant in the contest. For liability purposes, each contestant will sign a waiver. The organization representatives will be split between either the men's or women's game. At halftime, the students will compete to see who can eat the most tacos in two minutes. The organization whose representative eats the most tacos will receive a taco party for the entire organization courtesy of Rosa's Café.

*This promotion has not yet been approved by Rosa's Café. Some aspects may change.

Student Organization Visits**Staff Responsible: All****Date for Completion: 12/3/01**

Student Organization visits will be utilized as a grass root effort to promote all the above programs and to distribute schedule cards and posters. Also, because the Frog Card Student Incentive Program is new, this promotion will be explained in detail to insure the students' understanding of the program. Some of these visits will also be used to introduce men's and women's basketball players and coaches to students. The organizations that will be visited are not limited to the list below:

Student Government Association-Jeff
Fraternities/Sororities-Terra and Jason
OLAS-Jason
Student Foundation-Jeff
HyperFrogs-Terra