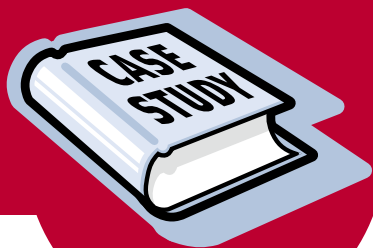


case study: Cal Poly University COURT BOWLING



BASKETBALL

CAL POLY

WHO: California Polytechnic State University

WHAT: Court Bowling

WHERE: Mott Gymnasium

OBJECTIVE: Increase Attendance

RESULTS: Two Great Basketball Promotions

When Cal Poly University in San Luis Obispo, Calif., goes looking for great promotions for basketball season they know just who to call, Odds On!

Season Opener

California Polytechnic University knows how to capture and maintain excitement all basketball season long—by getting creative with basketball promotions. This year during Mott Madness, Cal Poly's basketball season opener, a local realty company sponsored a Series Shoot-Out where a lucky contestant got the chance to shoot a lay-up, a free-throw, a three-point shot, and a half-court shot while racing against the clock for a chance at \$20,000, paid for by Odds On. However, to keep the excitement going all season long, Marketing and Promotions Assistant Ariana Zamora opted for the unusual...a \$50,000 Court Bowling Contest.

Excitement Builder

"A sponsor contacted us wanting to do a promotion. After reviewing several options we chose Odds On's Court Bowling contest," explained Zamora. "It was something new that we hadn't seen before. We have a tee-shirt gun so to qualify contestants we shot tee-shirts into the crowd, one of which indicated they could participate in the contest. We qualified six contestants over several games, then had them participate in a series of play-offs. On the final night of the promotion, during halftime, our finalist got a chance to bowl for the prize—a \$50,000 Cadillac Escalade."

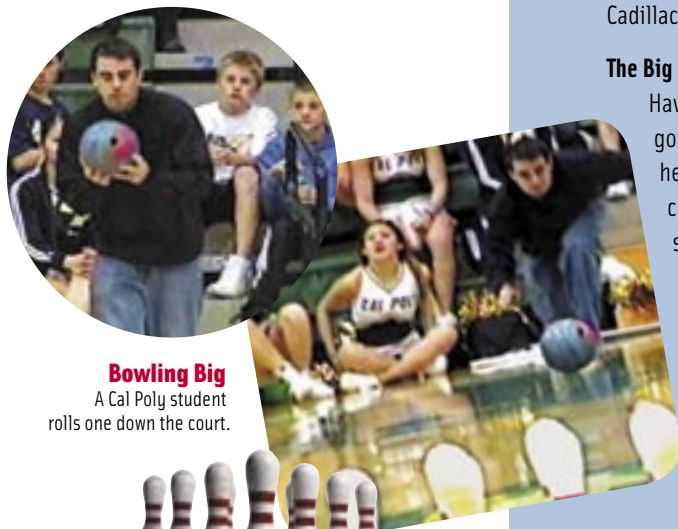
The Big Night

Having worked his way through all the semi-finals, Vince, a Cal Poly student, got his chance to roll for all the glory in Mott Gym. While his roll went wide, he didn't go home empty handed. Cal Poly's promotions team gave him a gift certificate from a local restaurant. The other contestants all received tee-shirts for their efforts.

On A Roll

"We were very satisfied with the response. Even our announcer got totally into it too...which really helped get the crowd going! And everyone at Odds On was really great and very helpful," explained Zamora.

Are you ready to try something that's sure to grab attention and get the crowds going? Give Odds On a call!



Bowling Big

A Cal Poly student rolls one down the court.



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