SPORT MARKETING PLAN FOR THE HISTORICALLY BLACK COLLEGES AND UNIVERSITIES BASKETBALL TOURNAMENT

by

Venisha E. Bowler

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APPROVED:

Dr. Elyzabeth J. Holford, Chairperson

Dr. Léon Wright Key

Dr. Kerry Redican

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Introduction

The Historically Black Colleges and Universities (HBCU) Basketball Tournament is an annual event held at Virginia State University. This is a unique classic and the first of its kind in the nation. The first annual basketball classic was initiated by Dr. Leon Wright Bey on January 3, 1991. Since its inception, the tournament has attracted such academic institutions as Spelman College, Georgia; Morehouse College, Georgia; Johnson C. Smith, North Carolina; Morris Brown College, Georgia; Hampton University, Virginia; Paul Quinn College, Texas; Miles College, Alabama; Benedict College, South Carolina; Lane College, Tennessee; Langston University, Oklahoma; Saint Paul's College, Virginia; Cheyney University, Pennsylvania; Norfolk State University, Virginia; and Bowie State University, Maryland.

Despite having been generally viewed as successful, limited budgetary allocations, a lack of marketing professionals, and the need for more publicity and corporate sponsorship are problems that threaten the continuation of the event. To salvage the HBCU Basketball Tournament, a comprehensive marketing plan designed to enhance the event's promotional opportunities, publicity level, corporate support, and its overall effectiveness is sorely needed.

Purpose

The purpose of this project is to create a comprehensive sport marketing plan for the HBCU Basketball Tournament at Virginia State University.
Delimitations and Limitations

This sport marketing plan is designed exclusively for the HBCU Basketball Classic at Virginia State University.

Review of Literature

Introduction

According to the 1982 study entitled "The Miller Lite Report on America's Attitude Toward Sports," 96.3 percent of Americans participated in or attended an athletic event more than once a month; 70 percent watched athletic events or sports news on television, read about sports in magazines, newspapers or books, or talked about sports with friends and family; and over 40 percent participated in a sport at least once a week. These statistics show that the United States is a "nation of sports fans and sports participants" (Research and Forecast, 1982, pp. 7-8).

A study completed by the Chicago Tribune in 1984 revealed that the sports page had expanded from 9 percent to 17 percent of the total newspaper coverage between the years 1900 and 1975 (Lever & Wheeler, 1984). By 1975, sport stories constituted about 50 percent of coverage for local, national, and international news combined. According to an analyst in 1984, the sports section accounted for an estimated 30 percent of the total circulation of the big city newspaper (Lever & Wheeler, 1984).

In 1984, Sports Illustrated polled 2,043 American adults. Seventy-one percent of those polled said that they were interested in sports, 49 percent had paid to attend an average of nine events in the year before, 84 percent said they watched an average of over eight hours of athletic events on television
per week, and 73 percent indicated that they participated in an athletic event on an average of once per week (Lieberman, 1986).

In addition, there has been a dramatic growth in sport network programming. Research indicates that in 1960, major networks produced approximately 300 hours of sport programming per year. However, in 1982, there was a 500 percent increase with networks producing 1600 hours of sports programming (Lardner, 1982). Some recent research estimates that 2,000 hours of non-cable television sports programming are shown yearly. The Entertainment and Sports Programming Network (ESPN), one of the most prominent sports cable networks, estimates that over 8500 hours of sports are shown (Mullin, Hardy, & Sutton, 1993).

The aforementioned examples illustrate the vast increase of participation, attendance, media exposure, and public interest in the sport industry. In light of this research, it would appear that the marketing of sports is more effective and easier. However, some researchers have found the opposite to be true. It is difficult to market sports because of competition among organizations (professional sports and intercollegiate athletics), a lack of sport marketing professionals, and limited budgetary allocations. Mullin, Hardy, & Sutton (1993) stated that:

As sport consumers have become more complex in their needs as well as their demographic makeup, and as the competition for sport spectator and sport participant dollar has increased, the demand for professional sport marketing has increased. No longer can sport organizations rely so heavily on free media exposure to accomplish their promotional objectives (pp. 4-5).
Definition

What exactly is sport marketing? First, the term "marketing" must be defined. Marketing is defined as the commercial functions involved in transferring goods from producers to consumers (The American Heritage Dictionary, 1985). Mullin, Hardy, & Sutton (1993) defined sport marketing as:

....consisting of all activities designed to meet the needs and wants of sport consumers through exchange processes. Sport marketing has developed two major thrusts: the marketing of sport products and services directly to consumers of sport, and marketing to other consumer and industrial products or services through the use of sport promotions (p. 6).

Components of Marketing

There are several components of sport marketing: market research, product, price, promotion, place, and public relations. These components are collectively known as the marketing mix. This marketing mix can be coordinated into an overall strategic plan for effective sport marketing. The following sections will describe the components of the marketing mix.

Market Research. Major shortfalls in sport marketing today can be attributed to the lack of market research (Mullin, Hardy, & Sutton, 1993). Market research can include demographics, use of questionnaires (mail, telephone, personal interview), personal observation, and informal inquiries. Research is necessary to understand consumer behavior and to assess values, attitudes, needs, and desires. Many organizations are focused on selling the
product rather than taking into consideration the needs and wants of the consumer. A marketing message can be utilized to create a specific message for a specific target market (Gerson, 1992).

**Product.** The sport product can be a game, event, ticket, organization, facility, novelty item, apparel, service, or personnel. However, it must be molded to meet the needs and desires of consumers within the target area. The marketer usually has little control over the core product, but must focus efforts on product extensions (Mullin, Hardy, & Sutton, 1993).

**Price.** Price is another variable of the marketing mix that is often manipulated for marketing effect (Stanton, 1981). Price can be readily changed, highly visible, easily communicated, and effective in certain markets where the demand is flexible. Price is usually set in terms of what the customer is willing to pay (Mullin, Hardy, & Sutton, 1993).

Consumers tend to place value on price. They perceive "free" items as having no value. The best policy is to emphasize the quality, value, and expertise to those who are concerned about these things as well as price (Mullin, Hardy, & Sutton, 1993).

**Promotion.** Promotion is the "catch-all" category for the various marketing efforts designed to stimulate consumer interest, awareness, and purchase of the product (Mullin, 1983). When working with promotions, the marketer conveys information about the product, price, and place. This is crucial for positioning a product and its image.

Promotion consists of advertising, selling, publicity, and sales promotions. Examples of a few promotional activities include the use of newspapers, radios, magazines, posters, outdoor media (billboards), direct
mail advertising, halftime shows, and pre-game activities. It is important to know about the product, the target market, and what the consumers want. The goal is not to have persons attend a single game or event, but to have them return and continue to provide support though attendance and product purchasing. Research indicates that by offering incentives to existing customers, they are likely to purchase more and to influence their friends to do the same.

Price promotions can be dangerous if they tend to lessen the value or image of the product. An example is giveaways. Some consumers may think the product is not worth anything, while other consumers who previously paid for the item may be angered by the giveaway. Research has suggested that family nights, 2-for-1 nights, and youth nights can be used as occassional price promotions, effectively. How many sales a giveaway creates versus how many it eliminates should be measured. In addition, non-price promotions can be effective if they are used in a unique, creative, and humorous manner (Mullin, Hardy, & Sutton, 1993).

Place. The fourth component in the marketing mix is place, which is also known as distribution. Place deals with the wholesaler, retailer, middle men, and the physical distribution system. It is of great significance because of its long term implications and inherent resistance to change as compared to the other components in the marketing mix (Mullin, Hardy, & Sutton, 1993).

Place also emphasizes the concept of facility which includes providing the proper image, location, accessibility level, amenities, layout, and appearance. This also includes parking accommodations, surrounding areas, and personnel. In addition, ticket distribution systems are used so that tickets
can be readily available for the consumers' convenience. Examples of this system are the Ticketron system and computer remote terminals.

Public Relations. The term public relations has been defined by Public Relations News as "the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and executes a program of action to earn public understanding and acceptance" (Cultrip & Center, 1958, p. 5). In the book Promotional Management, the authors defined public relations as "a multifaceted form of communication, with the intent to foster a positive company or product image in a nonsponsored framework" (Govoni, Eng, & Gelper, 1986, p. 15-16). It has been stated that public opinion is one of the most powerful forces in our society (Mullin, 1983). The survival of an organization is based on the role of public impressions. "Organizations that are held in low esteem in a tight economy almost assuredly are doomed, regardless of how important they were in the past or consider themselves in the future" (Doughtery & Bonanno, 1985, p. 141).

There are two components of the public relations function: media relations and community relations. Both must be pursued for effective public relations within a sport marketing plan.

Media relations, which are considered to be short term, are designed to raise the awareness levels of consumers and the general public. The goal is to gain positive, widespread exposure. This means attempting to mold public opinion in a more favorable manner. Sources of media relations include news releases, press conferences, radio publicity, magazines, newspapers, and electronic media.
Community relations, which are considered to be long term in nature, are designed to generate goodwill. The community relations function is multifaceted because it is used to publicize athletic events to show that the team "gives something back" to the community and to conduct grass-roots marketing by establishing presence among future ticket purchasers and consumers. Also, "sport organizations are acutely aware that a good community relations program can result in positive perceptions and, ultimately, financial or other benefits" (Mullin, Hardy, & Sutton, 1993, p. 252).

**Corporate Sponsorship**

Corporate sponsorship can also be applied to the marketing mix in various ways: 1) it can be described as personal selling if a company solicits sales or hosts clients, 2) it can be referred to as advertising if a company wants to increase the awareness of its product or organization, 3) it can be used as a public relations tool, and 4) it can be used for sales promotions. All of these elements are utilized in the promotions.

The term "sponsor" is used to describe the entity that purchases a promotional licensing agreement. It involves purchase of media time, entitlement to an event or facility, the use of logos, trademarks, or names, serving as the "official" sponsor, conducting promotional activities such as contests, and the involvement of a company with the community.

Companies are becoming more aware of the impact of sponsorship. By marketing through sport, a company can strive to reach its target audience through their lifestyles (Mullin, Hardy, & Sutton, 1993). These partnerships can benefit both the sport industry and businesses.
In 1990, companies spent over $23.52 billion on sport marketing in the United States, which is more than five times the $4.2 billion spent on tickets for all spectator sports (Advertising Age, 1991). Many companies have allocated at least 10% of their advertising budgets to sport marketing (The Economist, 1992). Anheuser-Busch spends over $200 million sponsoring a wide variety of sporting events, which accounts for 60 percent of the company’s marketing budget (Mullin, Hardy, & Sutton, 1993). However, Coca-Cola has been identified as the leading sponsor of sports, cultural, and civic events in the United States (Advertising Age, 1993).

**Marketing Techniques**

The effort to develop more effective, innovative, and creative sport marketing techniques will increase. Richard Gerson, a marketing and management consultant, stresses the importance of right brain marketing. "People buy on emotion and justify on logic" (Gerson, 1992, p. 18). He suggested using unique techniques such as the use of transit advertising and magnetic signs placed on the roof or the side of a vehicle. These techniques are unique and unexpected. Gerson also indicated that people do business with people they trust and like. His example of this approach was to insert informative materials in a company’s newsletter. Gerson (1992) and Bey (1990) concluded that the most effective right brain marketing technique is sensory-based marketing. Information is processed more effectively when people’s vision, feeling, and hearing are involved.

**Marketing HBCU Events**

The marketing of intercollegiate athletics is demanding and highly visible. Universities and colleges are faced with competition and limited
budgetary allocations. Therefore, athletic departments must work hard to generate revenue to offset expenditures.

In the process of marketing intercollegiate sports, there has been little attention paid to the historically black colleges and universities. A sport marketing plan is vital for reaching minority groups, especially considering that African-Americans are a $280 billion target market audience (Marketing News, 1993) and that advertising aimed at this group has increased by 85% since 1984 (Simpson, 1992). African-American athletes dominate participation in such sports as basketball, football, and track and field. Despite these accomplishments, one rarely sees representation in the Final Four or other NCAA sanctioned championship games from historically black colleges and universities.

There are some marketing examples in football which are useful. Thirty-one black college football classics exist throughout the United States. Some of these classics draw tens of thousands of spectators each year. As explained by the co-founder of the Circle City Classic in Indianapolis, the reasons these classics have been successful in capturing America's attention is that there is more to offer than just a game; there is a host of festivities including galas, parades, band competitions, and live entertainment (Jet, 1993). In fact, the 1993 Circle City Classic produced $15 million for Indianapolis' economy as well as providing scholarship funds totaling $275,000 for minority students (Jet, 1993).

Virginia State University, which is located in Petersburg, Virginia, has initiated what is called the National HBCU Basketball Tournament. The founder and director of this unique basketball tournament stated that most of
the Division II level teams are often overlooked and deprived of their share of the spotlight. "I realized that there were no such tournament opportunities available for HBCU schools, not even for our Division I schools. I thought since no one is doing anything for us, why not do something for ourselves" (Staff, 1993, p. 6). As a national tournament, geographic diversity is required. The goal is to attract a variety of athletic teams with strong competitive spirits that local basketball fans are not usually able to see (Staff, 1993) as well as to create national visibility of HBCU sister institutions. The ultimate goal is to provide scholarships for the participating HBCU institutions.

Some of the institutions which have participated in the basketball tournament include Spelman College, Georgia; Morehouse College, Georgia; Morris Brown College, Georgia; Johnson C. Smith University, North Carolina; Hampton University, Virginia; Paul Quinn College, Texas; Miles College, Alabama; Benedict College, South Carolina; Lane College, Tennessee; Langston University, Oklahoma; and Bowie State University, Maryland. To date, there has never been a comprehensive marketing plan for this event, although modest versions have been employed in a reasonably effective manner (Bey, personal communication, March 6, 1994).

Methodology

The purpose is to design a marketing plan for the HBCU Basketball Tournament at Virginia State University. Information collected for the development of this plan is based upon current research, other successful marketing plans, interviews, and the author's experience in sport marketing. The plan is divided into five sections. Each section is descriptive in nature.
Some sections contain names and addresses of contact personnel, data sheets, and time lines. In addition, the advantages and disadvantages of the various promotional activities are examined, where applicable.

The following topics are included in the plan:

I. Background of Event
   A. Mission Statement
   B. Contract/Guarantee Procedure
   C. Description of Tournament Play
   D. Place
   E. Proposed Dates and Times

II. Demographics

III. Promotional Activities
   A. Special Events
   B. Game Promotions
   C. Banquet
   D. Special Guest Appearances
   E. Gift Packets For Athletes and Personnel
   F. T-Shirt Design
   G. Flyers/Posters
   H. Event Media Guide
   I. Virginia State University Alumni Involvement
   J. Letters of Support
      1. Chamber of Commerce
      2. City Council
      3. Local Businesses
      4. Local Organizations
      5. Other colleges and universities
         a. athletic departments
         b. student unions
         c. Greek organizations

IV. Public Relations
   A. Radio
   B. Newspapers
   C. Magazines
      1. Jet Magazine
      2. Emerge Magazine
      3. Ebony Magazine
      4. Black College Sports Review
   D. Television (cable and non-cable)
E. Additional Information and Suggestions
F. Community Involvement
   1. Charity
   2. Student Athlete/Team Award
   3. Others
V. Corporate Sponsorship
   A. Sample Corporate Sponsorship Proposal
   B. Company Names and Addresses
The Sport Marketing Plan

HBCU Basketball Tournament
Background of the Event

Virginia State University, recognized by many as "The University of Southside Virginia," is located on a 236-acre tract of land in southern Chesterfield County. It is situated on a bluff across the Appomattox River overlooking the historic city of Petersburg. The university is a state-supported, land grant institution with an enrollment of 4,000. When founded in 1882, Virginia State University became the nation's first fully state supported institution of higher learning for blacks.

However, Virginia State University continues to make history. About a half a decade ago, Dr. Leon Wright Bey, then athletic director at Virginia State University, initiated the nation's first Historically Black Colleges and Universities Basketball Tournament featuring a multitude of competitive teams. "It is intended that the university be remembered as 'the institution that began, but did not monopolize' a tournament of this magnitude" (Staff, 1993, p. 6).

The HBCU Basketball Tournament is committed to the mission of athletics and academics. The goal is to "demonstrate the ability of an HBCU school to create nationwide visibility for HBCU sister institutions" and provide scholarships to the participating teams from the proceeds of the tournament. The tournament is a great academic recruitment tool for attracting both undergraduate and graduate students to the university. The tournament has also been viewed as an integral part of the outreach programs of the School of Liberal Arts and Education (Staff, 1994). In addition, trophies are awarded to an All-Academic Team which consists of
athletes from the participating institutions with the highest academic grade point averages. Scholarships will soon be added to these trophies.

The tournament has attracted a competitive arena for eight men's and four women's teams throughout the country each year. Each team is guaranteed to play three games.

The 5th annual HBCU Basketball Tournament will "tip-off" at 1:00 p.m. on Thursday, January 4 and end on Saturday, January 7, 1995 with the men's championship game beginning at 8:00 p.m. (see Appendix A).

Demographics

Introduction

One of the most pertinent aspect of a marketing plan is the market research. Demographic data have been provided for the surrounding areas. This data is used to analyze the target audience and to display an overview of the population in the vicinities (see Appendix B). The information was obtained from the 1990 Census of Population: Social and Economic Characteristics, Virginia, Virginia Statistical Abstract 1992/1993, 1993 County and City Extra: Annual Metro, City, and County Data Book, 1993-94 Virginia Educational Directory, and the Petersburg Chamber of Commerce.

Surrounding Colleges and Universities

Richard Bland College is located in Prince George and has a student body of 1,400. John Tyler Community College, which is located on U.S. Route 1-30 in Chesterfield County, has an enrollment of 5,500 students. Other schools located within a few minutes include Virginia Union University, Virginia Commonwealth University and Medical College of Virginia, and the University of Richmond.
Tourism and Recreational Facilities

The Petersburg Symphony
The Petersburg Ballet
YMCA of Southside Virginia
Poplar Lawn Arts Festival
Prince George Golf Course
U.S. Army Quartermaster Museum at Fort Lee
Centre Hill Mansion
Petersburg National Battlefield Park
Southeast 4-H Educational Center
Lee Park Golf Course
Lee Park-Home of U.S. Slo-Pitch Softball Association
Pocahontas State Park
Petersburg Art League
Lee Playhouse
Promotional Activities

Promotional activities are used to increase awareness of the tournament as well as to provide entertainment and excitement. All activities should be well planned and organized. A back-up plan should always be accessible. In addition, all promotional activities must be in compliance with NCAA regulations, university policies, and state laws. Appropriate authorities should be consulted during the planning stages.

Special Events

Special events will take place outside of regular game time. Each activity has been detailed with a set of instructions. Some events may require a small participation fee. This can also be used as a fundraising method for the tournament.

The following special events are included in this plan:

- The Sega Genesis Tournament Play (Table 1);
- Little Miss HBCU and Mr. HBCU (Table 2);
- Hoop It UP Fest (Table 3);
- VSU HBCU Open House (Table 4); and
- Greek Stepshow (Table 5).
**Table 1**

The Sega Genesis Tournament Play

**Description of Activity**
This activity will challenge those video players in the well-known game of Genesis' NBA Jam. It is a very popular game. The tournament is a one day affair. It is double elimination and played in singles.

**Rules and Regulations**
* Participants must have parental consent if under 18 and sign a waiver form.
* Participants must show some type of identification.

**Championship Game**
The championship game will be played at the university's student center.

**Equipment**
* The game NBA JAM
* TV
* Tournament chart
* Several Sega Genesis games sets

**Setup**
* Depending upon the number of entries

**Personnel**
Personnel are needed to assist in registration, security, and officiating. They are to be dressed in black and white.

**Proposed Date, Time, and Location**
Saturday at 10 a.m. on the campus of Virginia State University

**Sign Up Procedure**
Sign up will take place 2 weeks in advance at participating sponsor locations, recreation centers, and the Virginia State University Student Union.
Table 1 con't

**Suggested Prizes**
- Savings bond, cash awards, Sega Genesis CD, sports-related video cartridges.

**Suggested Sponsors**
- Blockbuster Video
- Sega Genesis, Inc.
- Video stores

**Promotion/Publicity Device**
- Flyer distribution (arcades, schools, recreational centers)
- Radio announcements
- Newspaper announcements

**Participation Fee**
- $2.00 to $4.00

**Time Line**
- Facility scheduling: 6 months
- Solicit equipment: 4 months
- Setup date: 1 week
- Solicit sponsorship: 7 months
- Written request to Sega Genesis: 7 months
- Promotional/publicity production: 2 months
- Deadline for entries: 2 days prior to the event
- Solicit awards: 3 months
- Evaluation: immediately following and 3 days afterwards
Table 2

Little Miss HBCU and Mr. HBCU Contest

Description of Activity
This activity is designed for young girls and boys between the ages of 3 and 8. The contestants raising the most money will be crowned Little Miss HBCU and Mr. HBCU. The winners will receive $1,000 toward a scholarship fund. The $1,000 award will be secured in a financial investment institution where interest can be accumulated over the years, until the age of 17 or 18. This award will be used only for the winners' education. They must further their education at a 4 year, 2 year, community, or business school.

Little Miss HBCU and Mr. HBCU will be crowned during the 1st game of the tournament. Privileges will include free admission throughout the tournament for immediate family, special seating, t-shirt, sweatshirt, photo session, and a free dinner. A small trophy and certificate will be awarded to the other contestants.

Entry Forms
Entry forms may be obtained in the latter part of March from the Virginia State University Student Union or other designated areas. Deadline for entries is November 15th. All information and money will be due the first week in December.

Additional Information
Information should be sent to other schools. In an effort to make this event successful, consistent follow-up and publicity are necessary.

Time Line
Obtain materials for crowning ceremony: 3 months
Plan crowning ceremony: 3 months
Final arrangements: 2 weeks
Submit report to director: every 2 weeks
Evaluation: immediately following event & 2 days afterwards
Preparation of entry forms: 10 months
Follow up letters: every 2 months
Make arrangements with bank: 11 months
Draw-up contract document: 11 months
Table 3

Hoop It UP Fest

Description of Activity
This activity will be played prior to the HBCU Basketball Tournament. It will consist of a series of basketball related activities such as 3 on 3 Halfcourt Streetball, Free Throw Shootouts, 3 Point Throwdown, and Basketball Skills Contest. This activity could be incorporated with the annual Virginia State University’s Spring Fling.

Waiver forms/Entry forms
The entry forms will consist of name, team name, address, telephone number, age, height, and playing experience. A waiver statement will be included in the registration packet.

There will be 5 league selections to choose from. However, not all leagues will have the same entry fee. The league selections are as followed: corporate, women, boys (9 to 15 years old) open, wheelchair, senior (45 and over) and men’s.

Rules and Regulations
* No refunds will be permitted if the team fails to compete.
* 3 on 3 Halfcourt Streetball will be played outdoors
* Each team must consist of four players with free substitution.
* Substitution is allowed only when the ball is not in play.
* Teams must be at their scheduled court at the scheduled time to avoid forfeiting a contest.
* The time limit for each game is 30 minutes. Each team is allowed two 45-second time outs. However, the clock will continue to run except for the last 3 minutes of the game.
* Each standard field goal is worth 2 points.
* If the team has committed its fourth foul, the other team will then receive one point for fouls commited from that point on.
* A free throw shootout will determine the winner in case of a tie.
* Possession changes after scored baskets.
* Dunking is not allowed.
* The game is open to the public.
* Usage of profanity and misconduct is prohibited.
Table 3 con't

Other activities
The free throw contest will be divided into 2 categories: youth and adult. The person making the most free throws wins.

In the 3 Point Throwdown, each person will have 45 seconds to make as many 3 point shoots as possible. The top 3 finishers will compete in the playoffs during half-time at the HBCU Basketball Tournament.

The Basketball Skills Contest will allow those participants to "show off" their skills. They can slam dunk, twirl the ball on their finger, etc. However, no derogatory gestures will be permitted.

Prizes Awarded
- Sportswear
- Trophies

Event Sponsorship
Corporate sponsors will be solicited for this event.

Please note that the *Sports Illustrated Sports Festival* travels around the country to various colleges and universities.

Promotional/Publicity Strategy
The event will be promoted through the use of newspaper advertisements, flyer distribution, radio announcements, corporate newsletters, and announcements at area high schools, recreational facilities, and various organizations. It is also important to target other HBCU schools in various states.

Time Line
- Schedule facility usage: 12 months
- Obtain awards: 4-6 months
- Promotional/Publicity Distribution: 2 months
- Determine registration sites: 2 months
- Production of entry forms: 2 months
- Solicit volunteers and assistants: 2 weeks
- Deadline for submitting entry forms: 1 week
- Tournament match-up: 1 week
- Finalize all plans: 1 week
- Evaluation of event: immediately following event
### Table 4

**VSU HBCU Open House**

**Description of Activity**
"Open House" will be designated as the university recruiting day where prospective students from across the country can visit the university. Students can bring their parents which means that they may be more likely to attend the HBCU Basketball Tournament. Some parents may even be alumni of the university. However, students attending "Open House" will receive discount tickets to the tournament. The University Admissions Staff has utilized several recruitment tools throughout the academic years. One of these tools includes "High School Day" which is planned for the fall semester during the football season. "Open House" will be looked upon as the recruiting activity for the spring semester and students will be exposed to other HBCU schools as well.

**Time of Event**
Saturday at 11 a.m.

**Information Packets**
Information packets will consist of an interest letter (see Appendix C) order form, and a flyer.

**Additional Information:**
Further arrangements will be made by the University Admissions Staff.

**Time Line:**
- Approval from University Admissions Director: 6 months
- Obtain mailing list: 3 months
- Receive all information for packages: 2 months
- Preparation of packages: 2 months
- Mail out date: 1-2 months
- Last Date for Mail in Orders: 1 week
- Submit report to HBCU Director: 1 week before and after
Table 5

Greek Stepshow

Description of Activity

Greek stepshows are very popular among black Greek fraternities and sororities. The activity tends to draw numerous spectators and provides hours of entertainment. In an effort to promote the HBCU Basketball Tournament, Virginia State University will host a stepshow.

Disadvantages of the Activity

Such an event does have its disadvantages. One of those disadvantages include excessive expenditures. If it costs too much to sponsor such an event, it should be canceled and other options should be sought. The other is the lack of participation and spectator interest. The tournament is held during the holiday break for most colleges, especially Virginia State University.

Modifications

An organization can be requested to donate its time to perform during half-time. If this is the case, a token of appreciation must be given to them as well as assistance with their props.

Additional Information/Suggestion

Find out the date and location of state and national stepshow competitions and request serving as the host school.

Invite other HBCU schools to participate, especially those of the participating schools.

Time Line

letters of invitation: 5 months
facility scheduling: 6 months
arrange for participants: 4 to 5 months
confirmation date: 1 week prior to event
promotional/publicity production: 2 months
solicit personnel/assistants: 1 month
final arrangements: 1 week
evaluation: immediately following and 2 days afterwards
Game Promotions

These promotions will be used as game-time activities, preferably at each basketball game in the tournament. The events will be publicized through the use of flyers located in the entrance of the facility and announcements will be made by the game announcer. All participants must meet in a designated area four "clock" minutes prior to half-time unless otherwise stated.

Personnel must make certain that the required information (name, address, phone number) is obtained and verified by each participant. Once this information has been obtained and verified, it will be given to the announcer of the game. The nature of the activity and rules will be explained to the participants and questions should be entertained at that time. After the teams have cleared the area, the announcer will make the announcement and the activity will begin, promptly.

The following activities will be included in the game promotions plan:

- Virginia State University Orchesis Dance Company (Table 6);
- Musical Chairs (Table 7);
- Around the World in 60 Seconds (Table 8);
- Time Out for Black Moments in History (Table 9);
- Time Out for Black Moments in Her-story (Table 10);
- Lotto 50/50 (Table 11);
- Shot of the Decade (Table 12);
- Spirit Night (Table 13);
The Battle of the Mascots (Table 14);
3 Point Throwdown (Table 15);
Fue Wee 3 on 3 Basketball (Table 16);
Blinded Shoot Out (Table 17);
Hot Shots (Table 18);
Sponsors' Night Out (Table 19);
What If Contest (Table 20); and
The Finale (Table 21).
Table 6

<table>
<thead>
<tr>
<th>TITLE:</th>
<th>Virginia State University Orchesis Dance Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESCRIPTION OF ACTIVITY:</td>
<td>Dance Performance at half-time</td>
</tr>
<tr>
<td>EQUIPMENT NEEDED:</td>
<td>Upon request of directress</td>
</tr>
<tr>
<td>PERSONNEL NEEDED:</td>
<td>Upon request of directress</td>
</tr>
<tr>
<td>SUGGESTED PRIZES TO BE AWARDED:</td>
<td>Not applicable</td>
</tr>
<tr>
<td>SUGGESTED SPONSORS:</td>
<td>Not applicable</td>
</tr>
<tr>
<td>HOW TO PUBLICIZE/PROMOTE:</td>
<td>Flyer distribution</td>
</tr>
<tr>
<td></td>
<td>Announcement made throughout the 2nd quarter</td>
</tr>
<tr>
<td>ADVANTAGES OF ACTIVITY:</td>
<td>Exposure for the dance company</td>
</tr>
<tr>
<td></td>
<td>Family entertainment</td>
</tr>
<tr>
<td>DISADVANTAGES OF ACTIVITY:</td>
<td>Some performers may not be available to practice or perform due to their holiday break.</td>
</tr>
<tr>
<td>MODIFICATIONS:</td>
<td>Not applicable</td>
</tr>
<tr>
<td>ADDITIONAL INFORMATION/SUGGESTION:</td>
<td>Obtain history and picture of the organization and include it in the event media guide.</td>
</tr>
</tbody>
</table>
### Table 7

**TITLE:**
Musical Chairs

**DESCRIPTION OF ACTIVITY:**
This activity requires 8 participants to go to the basket (on the command), shoot the basketball (making the shot), and return to the available chairs. There will be a loss of 2 chairs during the 1st round, and 1 chair afterwards. The participant who sits in the last available chair, wins. In addition, music will be played immediately following the command until the last person sits down in each round.

**EQUIPMENT NEEDED:**
- 8 basketballs
- 8 chairs
- Music
- Horn

**PERSONNEL NEEDED:**
At least 2

**SUGGESTED PRIZES TO BE AWARDED:**
Something pertaining to music (CD players, CDs, gift certificates, cassettes)

**SUGGESTED SPONSORS:**
Music store

**HOW TO PUBLICIZE/PROMOTE:**
Announcement prior to half-time

**ADVANTAGES OF ACTIVITY:**
- Old time childhood game
- Fun and Excitement
- Proven to be successful during the Virginia Tech's women's basketball season

**DISADVANTAGES OF ACTIVITY:**
- Crowd might think it is too childish.
### Table 7 cont'

**MODIFICATIONS:**
- Use the VSU band rather than music recorders. This will increase visibility for the Music Department.

**ADDITIONAL INFORMATION/SUGGESTION:**
- None
<table>
<thead>
<tr>
<th><strong>Table 8</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TITLE:</strong> Around the World in 60 Seconds</td>
</tr>
<tr>
<td><strong>DESCRIPTION OF ACTIVITY:</strong> Each participant will start in the lower right hand corner of the half court area. The clock will be set for 60 seconds. On the signal, the participant will pick up the basketball in the designated area and shoot. He or she will then move to the other designated areas until time runs out. The participant who makes the most shots, wins.</td>
</tr>
<tr>
<td><strong>EQUIPMENT NEEDED:</strong></td>
</tr>
<tr>
<td>6 basketballs</td>
</tr>
<tr>
<td>6 laminated triangles (designated areas)</td>
</tr>
<tr>
<td>Masking or clear tape</td>
</tr>
<tr>
<td>Timer/clock</td>
</tr>
<tr>
<td>Whistle</td>
</tr>
<tr>
<td><strong>PERSONNEL NEEDED:</strong> At least 3 to serve as rebounders</td>
</tr>
<tr>
<td>Scorekeeper</td>
</tr>
<tr>
<td><strong>SUGGESTED PRIZES TO BE AWARDED:</strong></td>
</tr>
<tr>
<td>Food items</td>
</tr>
<tr>
<td>Gift certificates</td>
</tr>
<tr>
<td>Movie tickets</td>
</tr>
<tr>
<td>Free gas</td>
</tr>
<tr>
<td>T-shirt</td>
</tr>
<tr>
<td>Sweatshirt</td>
</tr>
<tr>
<td><strong>SUGGESTED SPONSORS:</strong> Various</td>
</tr>
<tr>
<td><strong>HOW TO PUBLICIZE/PROMOTE:</strong> Announcement prior to half-time</td>
</tr>
<tr>
<td>Flyer distribution</td>
</tr>
<tr>
<td><strong>ADVANTAGE OF ACTIVITY:</strong> Basketball related activity</td>
</tr>
</tbody>
</table>
Table 8 con't

<table>
<thead>
<tr>
<th>MODIFICATIONS:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>This activity can be played as singles or doubles on both half courts. In singles, the one with the most shots wins. In doubles, the team with the most shots wins.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADDITIONAL INFORMATION/SUGGESTION:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>
Table 9

TITLE:
Time Out for Black Moments in History

DESCRIPTION OF ACTIVITY:
Several questions pertaining to contributions made by African-American males will be placed into a fish bowl on the gymnasium floor next to the announcer. A randomly selected audience member will draw a question from this fish bowl and pass it to the announcer's table. The announcer will then read the question twice. The audience will have until the next time out to answer the question. Persons will have to write the correct answer on a piece of paper along with their name and address and put it into the fishbowl. Personnel will check to see if the answer is correct. A name will then be drawn from the fishbowl by the announcer.

To avoid conflict, all questions will be documented and only the person who wrote the question and a witness will know the answers. In addition, questions will be categorized (sports, medicine, education, history).

EQUIPMENT NEEDED:
Fish bowl

PERSONNEL NEEDED:
At least 1 plus the announcer

SUGGESTED PRIZES TO BE AWARDED:
T-shirts, sweatshirts, food items, gift certificates, movie tickets, concert tickets

SUGGESTED SPONSORS:
Conte! Cellular
Research other companies who have supported black history month

HOW TO PUBLICIZE/PROMOTE:
Flyer distribution (gymnasium door)
Announcements throughout the game

ADVANTAGES OF ACTIVITY:
This is a good opportunity to learn about contributions made by African-Americans. There is a lot of historical information not taught in the schools.
Table 9 con’t

<table>
<thead>
<tr>
<th>DISADVANTAGES OF ACTIVITY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some may think it is sexist/discriminatory.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MODIFICATIONS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants will have to call in the answer by use of a provided cellular telephone (located in designated areas). The first person with the correct answer wins.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADDITIONAL INFORMATION/SUGGESTION:</th>
</tr>
</thead>
<tbody>
<tr>
<td>This activity should take place at the men's basketball games.</td>
</tr>
</tbody>
</table>
**Table 10**

**TITLE:**
Time Out for Black Moments in Her-story

**DESCRIPTION OF ACTIVITY:**
Several questions pertaining to female contributors of African-American heritage will be placed into a fish bowl on the gymnasium floor next to the announcer. A selected audience member will draw a question from this fishbowl and pass it to the announcer. The announcer will then read the question twice. The audience will have until the next time out to answer the question. Persons will have to write the correct answer on a piece of paper along with their name and address and place into the fishbowl. Personnel will check to see if the answer is correct. A name will then be drawn from the fishbowl by the announcer.

To avoid conflict, all questions will be documented and only the person who wrote the question and a witness will know the answers. In addition, questions will be categorized (sports, medicine, education, law, history).

**EQUIPMENT NEEDED:**
Fish Bowl

**PERSONNEL NEEDED:**
At least 1 person plus the announcer

**SUGGESTED PRIZES TO BE AWARDED:**
T-shirt, sweatshirt, food items, gift certificates, movie tickets, concert tickets

**SUGGESTED SPONSORS:**
Contel Cellular
Research other companies who have supported black history month

**HOW TO PUBLICIZE/PROMOTE:**
Flyer distribution on gymnasium doors
Announcements throughout the game
### Table 10 cont

#### ADVANTAGES OF ACTIVITY:

This is good opportunity to learn about contributions made by African-Americans. There is a lot of historical information not taught in the public school systems today.
This activity will enhance one's knowledge.

#### DISADVANTAGES OF ACTIVITY:

Some may think it is sexist or discriminatory.

#### MODIFICATIONS:

Participants will have to call in the answer by use of a provided cellular telephone (located in designated areas). The first person with the correct answer wins.

#### ADDITIONAL INFORMATION/SUGGESTION:

This activity will take place at the women's basketball games.
**Table 11**

**TITLE:**
Lotto 50/50

**DESCRIPTION OF ACTIVITY:**
For $1.00 one can purchase 2 tickets for the chance to win half of the lottery pot during the third quarter. A ticket will be drawn from a fish bowl and a winner will be announced.

**EQUIPMENT NEEDED:**
- Fish bowl
- Ink Pen
- Tickets (small pieces of paper with name, address, telephone number)

**PERSONNEL NEEDED:**
At least 2 to supervise the activity

**SUGGESTED PRIZES TO BE AWARDED:**
- Half of the money collected

**SUGGESTED SPONSORS:**
- Not applicable

**HOW TO PUBLICIZE/PROMOTE:**
- Flyer distribution
- Announcement throughout the game

**ADVANTAGES OF ACTIVITY:**
- Chance to win money
- Popularity of the lottery
- Names can be used for mailing list

**DISADVANTAGES OF ACTIVITY:**
- None available

**MODIFICATIONS:**
- None needed

**ADDITIONAL INFORMATION/SUGGESTION:**
- None
Table 12

<table>
<thead>
<tr>
<th>TITLE:</th>
<th>Spirit Night</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESCRIPTION OF ACTIVITY:</td>
<td>The purpose of this activity is to create a spirited atmosphere for the basketball game. Spectators will be encouraged to wear their favorite school colors or t-shirts. Sororities and fraternities are requested to attend in groups. The organization with the most representation will receive a token of appreciation.</td>
</tr>
<tr>
<td>EQUIPMENT NEEDED:</td>
<td>None</td>
</tr>
<tr>
<td>PERSONNEL NEEDED:</td>
<td>At least 1</td>
</tr>
<tr>
<td>SUGGESTED PRIZES TO BE AWARDED:</td>
<td>None</td>
</tr>
<tr>
<td>SUGGESTED SPONSORS:</td>
<td>Various</td>
</tr>
<tr>
<td>HOW TO PUBLICIZE/PROMOTE:</td>
<td>Flyer distribution</td>
</tr>
<tr>
<td>ADVANTAGES OF ACTIVITY:</td>
<td>Fan participation</td>
</tr>
<tr>
<td>DISADVANTAGES OF ACTIVITY:</td>
<td>None</td>
</tr>
<tr>
<td>MODIFICATIONS:</td>
<td>None available</td>
</tr>
<tr>
<td>ADDITIONAL INFORMATION/SUGGESTION:</td>
<td>Announcer should say: &quot;Everybody in da' house, Say Ho!...Say Yeah!..... Say Go HBCU! Go HBCU! Everybody scream! Purchase shakers and determine price of purchase. The Battle of the Mascots will also take place at half-time.</td>
</tr>
</tbody>
</table>
Table 13

TITLE: The Battle of the Mascots

DESCRIPTION OF ACTIVITY:
This activity is similar to "Showtime at the Apollo's Amateur Night," in which the audience choose the winner by the level of applause. The participants will be judged on spirit, creativity, and originality. They must be dressed in the school's proper attire. Each participant will have 2 minutes to perform. They can dance, sing, do stunts, do acrobatics, etc. Music can be selected as long as it is not derogatory. The idea is to get the fans involved (dramatically, athletically, or humorously). After each participant has performed, all of the participants will collectively "do their own thing." The announcer will then receive the applause by the audience for each participant. The mascot with the highest level of applause wins.

EQUIPMENT NEEDED:
Upon the request of the participants

PERSONNEL NEEDED:
Upon the request of the participants

SUGGESTED PRIZES TO BE AWARDED:
Prizes should be of trophies. Certificates will be presented to all participants.

SUGGESTED SPONSORS:
Various

HOW TO PUBLICIZE/PROMOTE:
Flyer distribution
Announcement prior to half-time

ADVANTAGE OF ACTIVITY:
Fan involvement

DISADVANTAGES OF ACTIVITY:
Lack of interest since some schools do not have active mascots or the money to send them on trips.
Table 13 con't

ADDITIONAL INFORMATION/SUGGESTION:
Kids can have their pictures taken with the mascots (for a small fee of $1.00).

A mailing list will be obtained for the academic institutions participating in the tournament. A letter of interest and flyer will be sent to them. Afterwards, a follow-up letter will be distributed. It is very important to encourage participation in this activity.

Time Line
Obtain mailing list: 5 months
Interest Letter and Flyer: 4 months
Follow-up letter: 3 months
Confirmation Date: 2 months
Table 14

<table>
<thead>
<tr>
<th>TITLE: 3 Point Throwdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESCRIPTION OF ACTIVITY:</td>
</tr>
<tr>
<td>Four persons (selected from the audience or through prior sign up) will have 45 seconds to make as many 3 point shots as possible. The participants may shoot from either side or alternate sides. A rebounder and passer will be available for the convenience of this activity. The person making the most successful 3 point shots wins the game.</td>
</tr>
<tr>
<td>EQUIPMENT NEEDED:</td>
</tr>
<tr>
<td>3 basketballs</td>
</tr>
<tr>
<td>Timer/clock</td>
</tr>
<tr>
<td>PERSONNEL NEEDED:</td>
</tr>
<tr>
<td>At least 3 (rebounder, passer, scorekeeper/timer)</td>
</tr>
<tr>
<td>SUGGESTED PRIZES TO BE AWARDED:</td>
</tr>
<tr>
<td>Electronic equipment</td>
</tr>
<tr>
<td>Weekend getaway</td>
</tr>
<tr>
<td>Athletic attire</td>
</tr>
<tr>
<td>SUGGESTED SPONSORS:</td>
</tr>
<tr>
<td>Various</td>
</tr>
<tr>
<td>HOW TO PUBLICIZE/PROMOTE:</td>
</tr>
<tr>
<td>Flyer distribution</td>
</tr>
<tr>
<td>Radio or newspaper announcement</td>
</tr>
<tr>
<td>ADVANTAGES OF ACTIVITY:</td>
</tr>
<tr>
<td>Proven to be a &quot;top-seller&quot; half-time activity for collegiate and professional basketball games.</td>
</tr>
<tr>
<td>DISADVANTAGE OF ACTIVITY:</td>
</tr>
<tr>
<td>Lack of participation</td>
</tr>
</tbody>
</table>
Table 14 con't

**MODIFICATIONS:**
View as a championship game for "Hoop It UP Fest"

**ADDITIONAL INFORMATION/SUGGESTION:**
None
<table>
<thead>
<tr>
<th>TITLE:</th>
<th>Blinded Shoot Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESCRIPTION OF ACTIVITY:</td>
<td>Three people will be selected from the audience or through prior sign up. Participants can stand anywhere beyond the 3 point line. They are allowed to stare at the basketball and or goal for no longer than 10 seconds with the ball. The participants are then blind folded with a non-toxic, heavy duty piece of material. Each participant will be turned around 3 times and on the command, will shoot the ball. The first person to make the shot wins.</td>
</tr>
<tr>
<td>EQUIPMENT NEEDED:</td>
<td>3 basketballs</td>
</tr>
<tr>
<td>PERSONNEL NEEDED:</td>
<td>3</td>
</tr>
<tr>
<td>SUGGESTED PRIZES TO BE AWARDED:</td>
<td>Gift certificates, Food items, Appliances, Electronic equipment</td>
</tr>
<tr>
<td>SUGGESTED SPONSORS:</td>
<td>Various</td>
</tr>
<tr>
<td>HOW TO PUBLICIZE/PROMOTE:</td>
<td>Announcement prior to half-time, Flyer distribution</td>
</tr>
<tr>
<td>ADVANTAGES OF ACTIVITY:</td>
<td>Challenging</td>
</tr>
<tr>
<td>DISADVANTAGES OF ACTIVITY:</td>
<td>Lack of participation or interest</td>
</tr>
</tbody>
</table>
MODIFICATIONS:
Participants can stand around the center court.

ADDITIONAL INFORMATION/SUGGESTION:
None
### Table 16

**TITLE:** Pee Wee 3 on 3 Basketball

**DESCRIPTION OF ACTIVITY:**
This activity will consist of two little league basketball teams (ages ranging from 5 to 9). They will play a game during half-time.

**EQUIPMENT NEEDED:**
- 2 basketballs

**PERSONNEL NEEDED:**
- At least 2

**SUGGESTED PRIZES TO BE AWARDED:**
- Food items discounts

**SUGGESTED SPONSORS:**
- Pizza Hut, McDonalds

**HOW TO PUBLICIZE/PROMOTE:**
- Recreational center
- Flyer distribution
- Announcement prior to half-time

**ADVANTAGES OF ACTIVITY:**
- Increase spectatorship
- Family entertainment
- Support for the young basketball players

**DISADVANTAGES OF ACTIVITY:**
- Lack of participation

**MODIFICATIONS:**
- Teams can play at both ends of the court. There will be a limited time and the winner from each half court will play for the championship game.

**ADDITIONAL INFORMATION/SUGGESTIONS:**
- The teams may be coed.
### Table 17

**TITLE:**
Shot of the Decade

**DESCRIPTION OF ACTIVITY:**
The participant will have a one shot opportunity to shoot the ball from half court.

**EQUIPMENT NEEDED:**
1 basketball

**PERSONNEL NEEDED:**
At least 2

**SUGGESTED PRIZES TO BE AWARDED:**
- Car
- Free groceries
- Airline tickets
- Shopping spree

**SUGGESTED SPONSORS:**
United Airlines, Car dealers (minority owned)

**HOW TO PUBLICIZE/PROMOTE:**
- Announcement prior to half-time
- Flyer distribution

**ADVANTAGES OF ACTIVITY:**
- Challenging
- Unpredictable

**DISADVANTAGES OF ACTIVITY:**
- Challenging
- Unpredictable
- No guarantee of a winner
**Table 17 cont’**

**MODIFICATIONS:**
- Lead up game
- Select person with a specific ticket number
- Random drawing
- Prior sign up to participate
- Participants must have attended 3 games to be eligible

**ADDITIONAL INFORMATION/SUGGESTION:**
- If the prize is a car, must look into the surveillance of the vehicle.
- Insurance for full value of car.
Table 18

TITLE:
Hot Shots

DESCRIPTION OF ACTIVITY:
Participants will have the opportunity to shoot the basketball in the designated areas (lay-up, dotted line, foul line, 3 pt. line, half court) until the shot is missed. Two trials are allowed. The participant who shoots the farthest wins the competition.

EQUIPMENT NEEDED:
4 basketballs

PERSONNEL NEEDED:
Rebounder, Scorekeeper

SUGGESTED PRIZES TO BE AWARDED:
The official HBCU T-shirt
T-shirt (the listing of the 117 HBCU schools)
Sweatshirt
Free food items
Free gas

SUGGESTED SPONSORS:
Various

HOW TO PUBLICIZE/PROMOTE:
Announcement prior to half-time
Flyer distribution

ADVANTAGES OF ACTIVITY:
Basketball related activity
Challenging

DISADVANTAGES OF ACTIVITY:
None

MODIFICATIONS:
No second trial
For each designated area, a different prize will be offered.
Table 18 con’t

ADDITIONAL INFORMATION/SUGGESTION:
Add laminated basketballs to the designated area
| TABLE 19 |

**TITLE:**
Sponsors' Night Out

**DESCRIPTION OF ACTIVITY:**
Sponsors of the event will have the opportunity to have demonstrations of some of their latest products or services.

**EQUIPMENT NEEDED:**
Depending upon the request of participating sponsors

**PERSONNEL NEEDED:**
3

**SUGGESTED PRIZES TO BE AWARDED:**
None

**SUGGESTED SPONSORS:**
Various

**HOW TO PUBLICIZE/PROMOTE:**
Advertisement in the newspaper
Announcement throughout the game

**ADVANTAGES OF ACTIVITY:**
Great advertisement for sponsors.

**DISADVANTAGES OF ACTIVITY:**
Lack of participation

**MODIFICATIONS:**
None

**ADDITIONAL INFORMATION/SUGGESTION:**
- **Time Line**
  - Contact desired participants: 7 months
  - Written agreement contract: 6 months
  - Receipt of written agreement: 4 months
<table>
<thead>
<tr>
<th>Table 19 con't</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confirmation: 3 weeks</td>
</tr>
<tr>
<td>Set up arrangements: 3 weeks</td>
</tr>
</tbody>
</table>
Table 20

<table>
<thead>
<tr>
<th>TITLE:</th>
<th>What IF Contest</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESCRIPTION OF ACTIVITY:</td>
<td>If the attendance level reaches 1500, everybody with a ticket wins a prize.</td>
</tr>
<tr>
<td>EQUIPMENT NEEDED:</td>
<td>None</td>
</tr>
<tr>
<td>PERSONNEL NEEDED:</td>
<td>At least 2 personnel</td>
</tr>
<tr>
<td>SUGGESTED PRIZES TO BE AWARDED:</td>
<td>Discount off food item</td>
</tr>
<tr>
<td></td>
<td>HBCU paraphernalia</td>
</tr>
<tr>
<td>SUGGESTED SPONSORS:</td>
<td>Food franchises</td>
</tr>
<tr>
<td></td>
<td>VSU Bookstore</td>
</tr>
<tr>
<td>HOW TO PUBLICIZE/PROMOTE:</td>
<td>Radio announcement</td>
</tr>
<tr>
<td></td>
<td>Flyer distribution</td>
</tr>
<tr>
<td>ADVANTAGES OF ACTIVITY:</td>
<td>Increase spectatorship</td>
</tr>
<tr>
<td>DISADVANTAGES OF ACTIVITY:</td>
<td>No guarantee of winners</td>
</tr>
<tr>
<td></td>
<td>Many prizes needed</td>
</tr>
<tr>
<td>MODIFICATIONS:</td>
<td>If the game has a particular score, number of blocked shots, or the number of successful slam dunks, the entire audience wins.</td>
</tr>
<tr>
<td>ADDITIONAL INFORMATION/SUGGESTION:</td>
<td>None</td>
</tr>
</tbody>
</table>
Table 21

THE FINALE

Description of Activity
The final games for the men’s and women’s teams will start out with a bang. The spotlight will shine over the gymnasium. The starting line up will be announced while the music play in the background. The guest of honor/special guest will greet the line ups at half court. The Black National Anthem will then follow. Special presentations will be made at half-time.

Time Line
- Check technical lighting: 7 months
- Final arrangements: 1 month
- Obtain necessary equipment: 1 month
Banquet

The annual HBCU Basketball Tournament Tip-Off Banquet will be held the day before the event at 6:00 p.m. The banquet is included in the teams' guarantee packages. University and other public officials should be invited to attend this banquet. In addition, the Hotel and Restaurant Department should take part in the planning of this event. This will give the students hands-on experience as well as visibility for the department. The Hotel and Restaurant Department will report to the HBCU committee members who report to the director of the tournament. Solicitation of sponsors is also recommended.

Time Line
Obtain sponsors: 9 months
Secure facility: 9 months
Invitation list: 5 months
Contact persons for program: 5 months
Menu preparation: 3 months
Program layout: 2 months
Confirmation date: 1 week

Special Guest Appearances

Rationale. Inviting former and current athletes or other public figures would enhance both the attendance and publicity level. However, the process of attracting these special guests could be costly, demanding, and replete with scheduling conflicts. In an effort to avoid this, networking is essential. This simply means getting to know someone who knows someone.

Suggested Guest List
Julius Erving
Robert Jones
Coach John Lucas
Shawn Kemp
Alonzo Mourning
Dell Curry
Cheryl Miller
Queen Latifah
Lou Rawls
Florence Griffith-Joyner
Jackie Joyner-Kersee
Magic Johnson
Dr. LeRoy Walker
Wilt Chamberlain
Bill Russell
Sinbad
Charles Oakley
Leo Miles
Miss African American Collegiate
Miss America
Sharon Pratt Kelly
Charlie Ward
Wilma Rudolph
Senator Benjamin Lambert
Nate Archibald

Contact Procedures. Transportation, meals, and hotel accommodations will be covered by the HBCU Tournament Committee.

Time Line
Invitation List: 11 months
Send out letter of invitation: 9 months
Personal contact: 7-9 months
Follow up: 3 months
Confirmation date: 2 months

Packets for Athletes and Personnel

The following will be included in the packets:

Name tags. These name tags will be provided for the athletes, coaches, and staff (trainers, statisticians, scorekeeper). The name tags will be in the shape of an orange basketball and laminated with a hole punched in the upper middle with a white string. The title (athlete, coach, staff) will be
located on the top followed by: HBCU Basketball Classic, Virginia State University, January 4-7, 1995. An optional plan would be to include the names of all the participating academic institutions on the back. The number of athletes, coaches, and staff should be obtained from the participating institutions one week prior to arrival.

**Gift Bags.** Participants will receive complimentary bags from the city of Petersburg or Virginia State University. Items such as coupons solicited from local businesses, packs of chewing gum, samples of products (Ben Gay, Power Bar, etc.), and souvenirs (ink pens, pencils, cups, bumper stickers, patches) will be added to these bags. A schedule of events insert will be helpful as well as the city's tourism guide.

**T-shirts.** HBCU T-shirts will be given to the athletes as part of the guarantee package. There will be a 10% discount on additional purchases made by the athletes. Distribution of these packets will take place at either the hotel upon arrival or at the gymnasium. Other suggestions may be offered in an effort to add variety, if necessary. However, these gift packets must be in compliance with the NCAA rule on promotion (see Appendix D).

**Time Line.** The solicitation of items desired for these packages should be conducted 4 months prior to the event. A checklist will be completed and confirmation of items will take place at least 1 month prior to the event. These packets will be prepared 1 week prior to the event.

**T-Shirts**

**Description.** The t-shirts will be made of cotton and one size will fit all. The design, expenses, quantity, and color must be determined. Sponsors will
be solicited and if so desired the sponsor's logo will appear on the back or in the upper left hand corner on front of the t-shirt.

**T-shirt Purchase.** If selling to the public, determine cost advertise t-shirt in the lobby.

**T-shirt design.** Support should be requested from other departments at the university, particularly the art department. Contact the department chair, instructor, or art majors. This will be a great recruiting tool for the Art Department.

**Art Design Contest.** The t-shirt design contest will be opened to middle-high school students and co-sponsored by the Art Department. Again, this will be a great recruitment strategy for the Art Department. The design could be used for future events. Winner(s) will be recognized at the tournament.

Other suggestions for this contest include targeting the areas of all participating institutions and having the contest during the National Art Week or National Art Month.

This contest should be well advertised by letters of interest. A panel of art professionals and the director of the tournament will judge the contestants on the basis of creativity originality, and appropriateness for the sporting event. Prizes will be awarded. Corporate sponsors are needed.

**Back Up Plan.** Marketing director and staff will design t-shirts.

**Time Line for T-shirt**

* Order date: 3 months prior to event
* Expected date of arrival: 1 month prior to event
Flyers and Posters

**Description.** The flyers should be colorful and creative. The posters should contain the same basic information with the addition of photographs. Personnel or students from other departments, particularly in art/graphic design, will be requested to assist in the designing of the flyers and posters. This should be university-wide supported. These dedicated individuals will be recognized for their contributions during the tournament. If the charge for labor in designing and producing these materials is too expensive, the marketing director will then design the flyers and posters.

**Distribution sites.** Prior to distributing flyers, permission must be requested and granted by the proper official. Flyers and posters will be distributed at various locations.

**Timeline.**
- Draft submitted for approval: 4 weeks
- Flyer production date: 2 weeks
- Poster production date: 2 weeks
- Distribution date: 1 1/2 week

**Event Media Guide**

The plan is as follows:

**Insert fan survey.** To get a better picture of the demographic makeup and the market research, a fan survey will be inserted in the event media guide (see Appendix E). This survey will be informative as well as attractive on a perforated page. If the fan returns the survey, he or she will receive a complimentary item.
Suggestions for Improvement. The following suggestions have been made to ensure a better event media guide: delete unnecessary spaces on the pages, use photographs (action pictures of the tournament), create a more attractive cover (limit the amount of words), add a color page of all the participating schools, and solicit welcome pages from the mayor or other elected officials of the area.

Time Line.

Obtain sports information: 6 months
Ad sales: 6 months
Layout completed: 5 months
Submit to publishing company: 5 months
Expected date of arrival: 2 months

Virginia State University Alumni Involvement

This section will be used to solicit more alumni involvement for the HBCU Basketball Tournament at Virginia State University. It is suggested that other HBCU schools be encouraged to the same with their alumni involvement. The plan is as follows:

Mailing Lists. Mailing lists will be obtained from the Alumni Affairs Office and information about the basketball tournament will be distributed. This information will also be included in the homecoming packets.

Submission to Magazines and Newsletter. An announcement/article will be submitted to the Homecoming Magazine and the Trojan Pulse.

HBCU Display. HBCU display will be set up during the Virginia State University homecoming football game. The display will be informative as well as attractive. It will be composed of action-packed photos from the past
events with the intent of drawing spectators' attention. Another way of sparking the interest level is to offer door prizes to those completing the survey.

Request and promote the alumni to be on committees and share ideas and suggestions. The official HBCU business card should be on hand for easy access and availability.

**Announcement at Homecoming football game.** During the football game, the announcer will make the following announcement about the HBCU Tournament:

"Attention VSU Alumni. Your help is desperately needed in assisting with the HBCU Basketball Tournament. Please stop by the information booth behind the stadium and sign up for door prizes."

After announcing the winner of the door prizes, the following announcement will be made:

"Don't forget....Ladies and Gentlemen! The 5th annual HBCU Basketball Tournament will take place January 4 - January 7, 1995 right here on the campus of Virginia State University. Don't you dare miss this action-packed historical event. Get your tickets today before it's too late."

**Incentives.** Incentives and awards should be given to those alumni who have demonstrated a strong commitment toward enhancing and working with this tournament. It is very important for these members to be recognized and appreciated for the outstanding work done. This will encourage them to continue to put forth their best effort. Certificates, plaques, recognition pins, complimentary tickets, and tournament souvenirs are recommended.
Letters of Support

Letters of support will be used as a publicity tool and should be sent to the list below. A sample letter is included in this section (see Appendix F and Appendix G).

Chamber of Commerce
Town Council
Local minority owned businesses
Local civic and cultural organizations
Athletic departments at other schools
Student unions of other schools
Greek organizations (national office and other schools)

Time Line
Obtain addresses and contact persons: 2 months
Rough draft deadline: 2 months
Final draft deadline: 2 months

Public Relations
This section is related to public relations which is an area used to mold the public opinion and increase the publicity level. Therefore, it is a vital aspect of this sport marketing plan. The following are included and should be drawn up at least 8 months prior to the event.

Radio
An interview should be requested with a local radio talk show. Travel may be required so that interviews can be set up at other radio stations,
especially in the vicinity of the participating academic institutions. Scores should be reported on the day of each basketball game.

In addition, WVST, the university owned radio station, will be requested to broadcast play by play action and encourage other HBCU schools to do the same.

**Newspapers**

A heart warming story profile (with photographs) will be submitted to the various newspapers in the vicinity. Scores will also be reported on the days of each basketball game.

Contact should be made with at least 10 newspapers. The ultimate goal is to reach the nationally known newspapers such as USA Today.

Reporters will receive a press pass and invitation to the reception in which the sports information staff will arrange.

**Magazines**

The plan is to submit an article (with pictures) to the following publications.

**Required Information**

Name of publication: Jet  
Address: 820 S. Michigan Ave.  
Chicago, Illinois 60605  
Telephone number: (312)322-9200  
Dates of publication: Weekly  
Deadline for submitting article: 5 months in advance

Name of publication: Emerge  
Address: 1700 N. Moore Street  
Arlington, VA 22209  
Telephone number: 1-800-888-0488, (212) 242-8000  
Dates of publication: Monthly  
Deadline for submitting article: 5 months in advance
Television

A proposal for coverage will be sent to cable and non-cable television networks, particularly ESPN and the Black Entertainment Television (BET) network. Clippings of the university and other HBCU schools and departments should be shown during commercials throughout the event. Television talk shows will also be a significance factor for securing good public relations. Talk shows should include 12 About Town with Bernie Simmons of WWBT Channel 12 and Community Connection with Norma Blalock of WTVR Channel 6. Announcements of the event should be made on the television’s event calendar.

In addition, travel may be required to talk or place announcements with other television networks. A liaison is recommended and should work
closely together with the HBCU Committee. A liaison is needed to help publicize and promote the event in that particular vicinity.

**Community Involvement**

The HBCU Basketball Tournament will adopt an organization related to education, youth, and minorities. On behalf of this tournament, a generous monetary donation will be given to the organization. Sponsors will be solicited to assist with the donation.

The other plan is to recognize a student-athlete or one of the participating teams who has demonstrated excellence and commitment to community involvement. A trophy or certificate will be awarded. Sponsors will also be solicited for this activity. This plan stresses the importance of not only athletics and academics, but community involvement as well.

Other activities would include giving away food baskets at Thanksgiving and Christmas times, a Community Health Fair, and organizing leadership seminars which would include information of resume writing, job tips, assertive training, stress management, financial assistance, and educational programs.

**Additional Information/Suggestions**

* Subscribe to various publications
* Network with other professionals
* Visit civic and cultural organizations (town council, NAACP, etc.)
* Participate in committees within the university and community
* Obtain media directories from across the country such as Bacon's Publicity Checker, Standard Periodical Directory, Editor & Publisher Yearbook, and Working Press of the Nation
* Prepare new release packets and press passes

* Organize a press party/reception

**Time Line**
Send out press stories: periodically

Preparation of press kits: 4-5 months

Evaluation: 2 days after event

Thank you letters: 2 days after event

**Corporate Sponsorship**

This section will be used to solicit corporate sponsorship for the HBCU Basketball Tournament. Prospective sponsors will receive a corporate sponsorship package which will be described in the latter portion of this section. Company names and addresses have been prepared for consideration. It is recommended that sponsorship be solicited from local businesses and minority-owned businesses as well as national corporations. To comply with the purpose of this plan, national corporate sponsorship will be examined.

The corporate sponsorship package should be catered to meet the needs of the desired sponsor. Therefore, research is essential. It should be clear and simple with concentration on benefits for the sponsor. Most sponsorship packages are usually in the form of a standard typed letter. This corporate sponsorship package will be unique in the sense that it will be in the form of a booklet with an attractive, colored, and decorative cover. The idea behind this is that so often major companies receive thousands of proposals in the same format. However, with this package, it would spark their interest to examine it more thoroughly. It will be appealing to the eye as well as
informative. The package will consist of five segments. The first section will consist of the background information about the event, Virginia State University, and the demographic data of the area and surrounding areas. This demographic section will be entitled, “Did You Know.” The second section will include the needs, desires, and benefits for sponsorship. The third section will consist of four sponsorship packages from which the prospective sponsor can select the most appealing choice. Each package will have a different title. A sponsorship fee will be determined. After the selection has been made, it should be attached to the fourth section entitled “The Corporate Sponsorship Package” and forwarded to the director of the tournament. A thank-you note should immediately follow.
Samples of the four sponsorship selection packages are as follow:

**The Classic**

The selection of this package will entitle you to the following benefits. This package can also be negotiated into a 2 year contract.

**Benefits:**

- One full page, color ad
- 30 second television commercial to be aired during the championship games (sponsor will supply tape)
- Event signage, 3 x 15 banner (sponsor will supply)
- Name added to trophies
- Name/logo on press releases, t-shirts, flyers, posters
- 30 complimentary tickets
- Promotional tie-ins
- Spectator mailing list
- Invitation to banquet
- Public address mentions
- Participation in “Sponsors Night Out”
- Special corporate listing in event media guide

**Sponsorship Fee:** $xxxxxxxxxxxxxxxxxxxxx

**Da Plan**

The selection of this package will entitle you to the following benefits.

**Benefits:**

- One full page, black and white ad
- 30 second radio commercial during each game broadcast
- Event signage, 3 x 6 banner
- 20 complimentary tickets
- Name/logo on press releases, t-shirts, flyers, posters
- Promotional tie-ins
- Special corporate listing in event media guide
* Public address mentions
* Participation in “Sponsors Night Out”
* Invitation to banquet
* Spectator mailing list

**Sponsorship Fee:** $xxxxxxxxxxxxxxxxx

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**Hoop It Up**

The selection of this package will entitle you to the following benefits.

Benefits:

* One half page color ad
* Name/logo on flyers and posters
* 10 complimentary tickets
* Public address mention
* Promotional tie-ins
* Participation in “Sponsors Night Out”
* Special corporate listing in event media guide
* Spectator mailing list

**Sponsorship Fee:** $xxxxxxxxxxxxxxxxxxxxxxxxx

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**Jump On It**

The selection of this package will entitle you to the following benefits.

Benefits:

* One half page, black and white ad
* Special corporate listing in event media guide
* 10 complimentary tickets
* Participation in “Sponsors Night Out”
* Promotional tie-ins
* Public address mention
* Spectator mailing list

**Sponsorship Fee:** $ xxxxxxxxxxxxxxxxxxxx
The corporate sponsorship packages will be send to the following companies at least 10 months prior to the tournament. Further research, however, will be conducted on these companies.

Campbell Soup Company
Gary Moss
Campbell Place
Camden, New Jersey 01842
(212) 572-5000

Consolidated Bank and Trust Company
320 N. 1st Street
Richmond, Virginia 23219
(804) 771-5200

Converse
Elizabeth Bass
1 Fordham Road
North Reading, MA 01864
(508) 664-1100

Dial Corporation
Leslie Berry
Dial Tower
Phoenix, Arizona 85077
(602) 207-5040

Fashion Fair Cosmetics
820 S. Michigan Avenue
Chicago, Illinois 60605
(312) 322-9444

Federal Express
Katie Milano
P.O. Box 727
Memphis, Tennessee 38194
(901) 369-3600

Hardee's
Maurice Bridges
1233 Hardees Blvd.
Rocky Mount, North Carolina 27804
(919) 977-2000

Hershey Chocolate U.S.A.
Robert Fisher
14 E. Chocolate Avenue
Hershey, Pennsylvania 17033
(717) 534-4200

Kellogg Company
Kellogg Corporate Giving Program
One Kellogg Square
Box 3599
Battle Creek, Michigan 49016-3599
(616) 961-2000 ext. 2612
David R. Stevenson, Director, Finance and Trust Investments

MCI Communications Corporation
1801 Pennsylvania Ave. N.W.
Washington, D.C. 20006
(202) 872-1600
MCI Foundation
(202) 872-2175
Dorothy Otley, Mgr. MCI Foundation
Donald L. Campbell, Dir. Special Promotions
Pamela Small, Mgr. Public Relations

Nike Inc.
Sport Sponsorship
1 Bowerman Drive
Beaverton, Oregon 97005
(503) 671-6300

NutraSweet
Sue Freidstad
1751 Lake Crook Road
Deerfield, Illinois 60015
(708) 405-6636

Quaker Oats Company
Sports Sponsorship Division
Suite 17-9
P.O. Box 049001
Chicago, Illinois 60604-9001
(312) 222-7111

Quaker Oaks Foundation
Bernard Krimm
Quaker Town
321 North Clark Street
P.O Box 9001
Chicago, Illinois 60604
(312) 222-7033

Revlon
Revlon Group Foundation
625 Madison Avenue
New York, NY 10022
(212) 572-5000
Nancy Tuck Gardiner, VP, Special Events
Allyn Seidman, SR. VP, Public Relation/Promotion

Soft Sheen Products, Inc.
Ethan Foster, VP, Marketing
1000 E. 87th Street
Chicago, Illinois 60619
(312) 978-0700

Sony Music Entertainment, Inc.
51 W. 52nd Street
New York, New York 10101-4450
(212) 445-4321

Tyson Foods
Archie Schaffer
P.O. Box 2020
Springdale, Arkansas 72765
(501) 290-7232

Wal-Mart, Inc.
Advertising Department
702 S.W. 8th Street
Bentonville, Arkansas 72712
References


Chicago, IL: American Marketing Association.


Burgess.


Govani, N., Eng, R. & Galper, M. (1986). Promotional Management (pp. 15-


Appendix A

HBCU Tournament Chart
Appendix B

Demographic Chart
Demographic Chart

<table>
<thead>
<tr>
<th></th>
<th>Chesterfield</th>
<th>Petersburg</th>
<th>Prince George</th>
<th>Dinwiddie</th>
<th>Richmond</th>
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<tbody>
<tr>
<td><strong>Total population</strong></td>
<td>209,274</td>
<td>38,386</td>
<td>27,394</td>
<td>20,960</td>
<td>203,856</td>
</tr>
<tr>
<td><strong>% white</strong></td>
<td>84.5</td>
<td>26.6</td>
<td>66.7</td>
<td>63.7</td>
<td>43.4 %</td>
</tr>
<tr>
<td><strong>% black</strong></td>
<td>13.0</td>
<td>72.1</td>
<td>29.1</td>
<td>35.6</td>
<td>55.2 %</td>
</tr>
<tr>
<td><strong>% others</strong></td>
<td>2.4</td>
<td>1.3</td>
<td>4.2</td>
<td>7</td>
<td>1.4</td>
</tr>
<tr>
<td><strong>% female</strong></td>
<td>51.1</td>
<td>53.8</td>
<td>44.9</td>
<td>52.8</td>
<td>54.3</td>
</tr>
<tr>
<td><strong>Population by age</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% 14-under</td>
<td>24.5</td>
<td>20.1</td>
<td>22.6</td>
<td>20.1</td>
<td>17.8</td>
</tr>
<tr>
<td>% 15-34</td>
<td>31.5</td>
<td>32.0</td>
<td>37.3</td>
<td>30.4</td>
<td>35.5</td>
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<tr>
<td>% 35-54</td>
<td>31.1</td>
<td>23.4</td>
<td>27.1</td>
<td>27.5</td>
<td>22.9</td>
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<tr>
<td>% 55-74</td>
<td>10.7</td>
<td>18.7</td>
<td>11.0</td>
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<td>16.8</td>
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<tr>
<td>% 75-over</td>
<td>2.0</td>
<td>5.9</td>
<td>2.0</td>
<td>4.3</td>
<td>7.0</td>
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<tr>
<td>median -black</td>
<td>27.4</td>
<td>30.1</td>
<td>27.7</td>
<td>33.9</td>
<td>30.7</td>
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<tr>
<td>median-white</td>
<td>32.7</td>
<td>47.2</td>
<td>31.6</td>
<td>35.6</td>
<td>37.1</td>
</tr>
<tr>
<td><strong>Projected Population for year 2000</strong></td>
<td></td>
<td>281,000</td>
<td>N/A</td>
<td>28,908</td>
<td>22,100</td>
</tr>
<tr>
<td><strong>Households</strong></td>
<td>73,441</td>
<td>14,730</td>
<td>8,250</td>
<td>7,492</td>
<td>85,337</td>
</tr>
<tr>
<td><strong>Person per</strong></td>
<td>2.82</td>
<td>2.46</td>
<td>2.93</td>
<td>2.76</td>
<td>2.25</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>9.7</td>
<td>23.0</td>
<td>10.1</td>
<td>12.9</td>
<td>19.8</td>
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<tr>
<td><strong>One person</strong></td>
<td>16.4</td>
<td>30.3</td>
<td>13.5</td>
<td>18.8</td>
<td>35.9</td>
</tr>
<tr>
<td><strong>Household income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Per capita</strong></td>
<td>17,423</td>
<td>10,547</td>
<td>12,714</td>
<td>12,212</td>
<td>13,993</td>
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<tr>
<td><strong>Median</strong></td>
<td>43,604</td>
<td>21,309</td>
<td>34,823</td>
<td>29,388</td>
<td>22,551</td>
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<tr>
<td><strong>Black</strong></td>
<td>38,444</td>
<td>23,913</td>
<td>36,447</td>
<td>27,752</td>
<td>22,906</td>
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<tr>
<td><strong>White</strong></td>
<td>56,685</td>
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<td><strong>% with $100,000 or more</strong></td>
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<td>1.2</td>
<td>1.8</td>
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<td><strong>Total Labor Force</strong></td>
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<td><strong>unemployment</strong></td>
<td>4.6%</td>
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<td><strong>per capita</strong></td>
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<td>677 million</td>
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<td><strong>Crime total</strong></td>
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<td><strong>Total earnings</strong></td>
<td>2,247 million</td>
<td>733 million</td>
<td>638 million</td>
<td>2,977 million</td>
<td>3,900 million</td>
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<tr>
<td><strong>Goods</strong></td>
<td>34.4%</td>
<td>*</td>
<td>29.5%</td>
<td>18.9%</td>
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<tr>
<td><strong>Services</strong></td>
<td>67.6%</td>
<td>*</td>
<td>70.5%</td>
<td>81.1%</td>
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<td>32</td>
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* included in Dinwiddie County
Appendix C

VSU -HBCU Open House Information Packet
December 7, 1994

Dear Guidance Counselor:

We invite you and your students to attend the Fifth Annual Historically Black Colleges and Universities Basketball Tournament held January 4-7, 1995. This event will take place in Daniel Gymnasium on the campus of Virginia State University.

Saturday, January 7 is designated as "High School Day." This day is set aside to expose high school students to the academic opportunities that are available at the University. There has been a lot of entertainment and informative sessions planned for this event. We encourage your students to take an active part in this activity.

There will be a formal welcome at 11 a.m. in the gymnasium with ample opportunity for students to meet with faculty and discuss academic programs at the University. Tickets are $4.00 per person, however, students attending the "High School Day" will receive a special discount of $3.00. The first game is scheduled for 3:00 p.m.

Representatives from the School of Liberal Arts and Education will serve as your primary hosts. If further information is needed, please call Dr. Vernon Clark, Dean of the School of Liberal Arts and Education at (804) 524-5930.

We thank you for your anticipated support and look forward to meeting with you and your students in January.

Sincerely,

Director of Admissions
Appendix D

NCAA Rule on Promotion
12.4.2.4 Broken-Time Payments. An individual may not receive "broken-time" payments except as authorized and administered by the United States Olympic Committee during the period immediately preceding and including actual Olympic competition. A permitted broken-time payment may cover financial loss as a result of absence from employment to prepare for or participate in the Olympic Games. Such compensation during any other period and payments administered independently of the USOC by other sports governing bodies (e.g., the United States Ski Association) are prohibited.

12.4.2.4.1 Exception When Individual Not Enrolled in Regular Term. An individual may receive broken-time payments administered by the United States Olympic Committee or the national governing body in the sport during a period when the individual is not enrolled (full or part time) in a regular term to cover financial loss as a result of absence from employment as a direct result of practicing and competing on a national team (defined in 14.92.7), provided the amounts are consistent with the principles set forth in 12.4.1 and do not exceed $250 per week, and the payment period covers no more than the period from the date the individual begins practice with the national team following selection to that team to one week after the conclusion of the competition. (Adopted: 11/10/90)

12.4.2.5 Athletics Equipment Sales. A student-athlete may not be employed to sell equipment related to the student-athlete's sport if his or her name, picture or athletics reputation is used to advertise or promote the product, the job, or the employer. If the student-athlete's name, picture or athletics reputation is not used for advertising or promotion, the student-athlete may be employed in a legitimate sales position, provided he or she is reimbursed at an hourly rate or set salary in the same manner as any non-athlete salesperson.

12.4.2.6 Good-Will Tour Commissions. A student-athlete representing the institution in a good-will tour during summer months, in conjunction with the tour, may sell such items as jackets, blazers or similar institutional promotional items to booster groups or other friends of the institution on a salary, but not a commission, basis.

12.4.2.7 Military-Duty Coaching. An individual on active duty in the military service and receiving compensation based on rank as a serviceman, without any consideration given to the fact that the individual is a coach of a sports team, may coach at one of the United States service academies if he or she is assigned to do so as an official duty.

12.4.2.8 Lifeguard and Ski Patrol. An individual may be employed as a lifeguard or as a member of a ski patrol without jeopardizing his or her eligibility under the Association's amateur rules.

12.4.3 Camp/Clinic Employment, General Rule. A student-athlete may be employed by his or her institution, by another institution, or by a private organization to work in a camp or clinic as a counselor, unless otherwise restricted by NCAA legislation (see 13.13 for regulations relating to camps and clinics). Out-of-season playing and practice limitations may restrict the number of players from the same institution who may be employed in that institution's camp (see the specific sport in Bylaw 17 for these employment restrictions).

12.5 PROMOTIONAL ACTIVITIES

12.5.1 Permissible

12.5.1.1 Institutional, Charitable, Educational or Nonprofit Promotions. A member institution or recognized entity thereof (e.g., fraternity, sorority or student government organization), a member conference or a noninstitutional charitable, educational or nonprofit agency may use the student-athlete's name, picture or appearance to support its charitable or educational activities or to support activities considered incidental to the student-athlete's participation in intercollegiate athletics, provided the following conditions are met: (Revised: 1/11/89, 1/10/91, 11/10/91)

(a) The student-athlete receives written approval to participate from the director of athletics, subject to the limitations on participants in such activities as set forth in Bylaw 17; (Revised: 1/11/89)

(b) The specific activity or project in which the student-athlete participates does not involve cosponsorship, advertisement or promotion by a commercial agency other than through the reproduction of the sponsoring company's officially registered trademark or logo on printed materials such as pictures, posters or calendars. The company's emblem, name, address and telephone number may be included with the trademark or logo. Personal names, messages and slogans (other than an officially registered trademark) are prohibited; (Revised: 1/11/89, 1/10/91)
Promotional Activities/12.5.1.1—12.5.1.3

(c) The student-athlete does not miss class; (Revised: 1/11/89)

(d) All moneys derived from the activity or project go directly to the member institution, member conference or the charitable, educational or nonprofit agency; (Revised: 1/11/89, 1/10/92)

(e) The student-athlete may accept legitimate and normal expenses from the member institution, member conference or the charitable, educational or nonprofit agency related to participation in such activity, provided it occurs within the state or, if outside the state, within a 100-mile radius of the member institution’s campus; (Revised: 1/11/89, 1/10/92)

(f) The student-athlete’s name, picture or appearance is not utilized to promote the commercial ventures of any nonprofit agency; (Adopted: 1/10/92)

(g) Any commercial items with names or pictures of student-athletes may be sold only at outlets controlled by the charitable or educational organization (e.g., location of the charitable or educational organization, site of charitable event during the event) or the member institution in which the student-athlete is enrolled, and (Adopted: 1/16/83)

(h) The student-athlete and an authorized representative of the charitable, educational or nonprofit agency sign a release statement ensuring that the student-athlete’s name, image or appearance is used in a manner consistent with the requirements of this section. (Revised: 1/11/89, 1/10/92)

12.5.1.1 Promotions involving Commercial Locations/Sponsors. A member institution or a charitable, educational or nonprofit organization may use the appearance, name or picture of an enrolled student-athlete to promote generally its fund-raising activities at the location of a commercial establishment, provided the commercial establishment is not a cosponsor of the event and the student-athlete does not promote the sale of a commercial product in conjunction with the fund-raising activity. A commercial establishment would become a cosponsor if the commercial establishment either advertises the presence of the student-athlete at the commercial location or is involved directly or indirectly in promoting the activity. (Adopted: 1/10/92)

12.5.1.1.2 Player/Trading Cards. A member institution or recognized entity thereof (e.g., fraternity, sorority or student government organization), a member conference or a noninstitutional charitable, educational or nonprofit agency may distribute but may not sell player/trading cards that bear a student-athlete’s name or picture. (Adopted: 7/11/94 effective 8/11/94)

12.5.1.2 United States Olympic Committee/National Governing Body Advertisement Prior to Collegiate Enrollment. Prior to initial, full-time collegiate enrollment, an individual may receive payment for the display of athletics skill in a commercial advertisement, provided: (Adopted: 1/11/94)

(a) The individual receives prior approval to appear in the advertisement from the U.S. Olympic Committee or the applicable national governing body;

(b) The U.S. Olympic Committee or national governing body approves the content and the production of the advertisement;

(c) The individual forwards the payment to the U.S. Olympic Committee or national governing body for the general use of the organization(s), and

(d) The funds are not earmarked for the individual.

12.5.1.3 Continuation of Modeling and Other Nonathletically Related Promotional Activities After Enrollment. If an individual accepts remuneration for or permits the use of his or her name or picture to advertise or promote the sale or use of a commercial product or service prior to enrollment in a collegiate institution, continued remuneration for the use of the individual's name or picture after enrollment is permitted without jeopardizing his or her eligibility to participate in intercollegiate athletics only if all of the following conditions apply:

(a) The individual's involvement in this type of activity was initiated prior to his or her enrollment in a member institution;

(b) The individual became involved in such activities for reasons independent of athletics ability;

(c) No reference is made in these activities to the individual's name or involvement in intercollegiate athletics;

The 1994 NCAA Convention adopted the following new 12.5.1.2, effective August 1, 1994:

12.5.1.2 Player/Trading Cards. A member institution or recognized entity thereof (e.g., fraternity, sorority or student government organization), a member conference or a noninstitutional charitable, educational or nonprofit agency may distribute but may not sell player/trading cards that bear a student-athlete's name or picture. (Adopted: 7/11/94 effective 8/11/94)
Promotional Activities/12.5.1.3—12.5.1.9

(d) The individual does not endorse the commercial product;

(e) Any compensation received by the individual is consistent with applicable limitations on a student-athlete's maximum amount of financial aid, and

(f) The individual's remuneration under such circumstances is at a rate commensurate with the individual's skills and experience as a model or performer and is not based in any way upon the individual's athletics ability or reputation.

12.5.1.4 Commercial Advertisement. It is permissible for a student-athlete's name or picture, or the group picture of an institution's athletics squad, to appear in an advertisement of a particular business, commercial product or service, provided:

(a) The primary purpose of the advertisement is to publicize the sponsor's congratulations to the student-athlete or team;

(b) The advertisement does not include a reproduction of the product with which the business is associated or any other item or description identifying the business or service other than its name or trademark;

(c) There is no indication in the makeup or wording of the advertisement that the squad members, individually or collectively, or the institution endorses the product or service of the advertiser;

(d) The student-athlete has not signed a consent or release granting permission to use the student-athlete's name or picture in a manner inconsistent with the requirements of this section, and

(e) If the student-athlete has received a prize from a commercial sponsor in conjunction with participation in a member institution's promotional activities and the advertisement involves the announcement of receipt of the prize, the receipt of the prize is consistent with the provisions of 12.5.2.3.3 and official interpretations approved by the Council.

12.5.1.4.1 Schedule Cards. An advertisement on an institution's wallet-size playing schedule that includes the name or picture of a student-athlete, may include language other than the commercial product's name, trademark or logo, provided the commercial language does not appear on the same page as the picture of the student-athlete. (Adopted: 1/10/92)

12.5.1.5 Distribution of Institutional Items Through Commercial Outlets. A member institution may distribute noncommercial items (i.e., items not for sale) at commercial establishments, provided the institution generally distributes such items to other commercial establishments in the community and the distribution of the items does not require the recipient to make a purchase at the commercial establishment. (Adopted: 1/10/83)

12.5.1.6 Educational Products Related to Sport-Skill Instruction. It is permissible for a student-athlete's name or picture to appear in books, articles and other publications, films, videotapes, and other types of electronic reproduction related to sport-skill demonstration, analysis or instruction, provided:

(a) Such print and electronic media productions are for educational purposes;

(b) There is no indication that the student-athlete expressly or implicitly endorses a commercial product or service;

(c) The student-athlete does not receive, under any circumstances, any remuneration or expenses for such participation, and

(d) The student-athlete has signed a release statement ensuring that the student-athlete's name or image is used in a manner consistent with the requirements of this section and has filed a copy of the statement with the student-athlete's member institution.

12.5.1.7 Institutionally Sponsored Summer Camps. A member institution's summer camp may use the name or picture of any student-athlete employed as a counselor to publicize or promote the camp, including the use of the athlete's name or picture in camp brochures or other advertising.

12.5.1.8 Privately Owned Summer Camps. A privately owned summer camp may use a student-athlete's name, picture and institutional affiliation in its summer-camp brochure to identify the student-athlete as a staff member. However, a student-athlete's name or picture may not be used in any other way to directly advertise or promote the camp.

12.5.1.9 Promotion by Third Party of Highlight Film, Videotape or Media Guide. Any party other than the institution or a student-athlete (e.g., a distribution company) may sell and distribute an institutional highlight film or videotape or an institutional or conference media
Promotional Activities/12.5.1.9—12.5.2.1

guide that contains the names and pictures of enrolled student-athletes only if: (Revised: 1/16/93)

(a) The institution specifically designates any agency that is authorized to receive orders for
the film, videotape or media guide; (Revised: 1/16/93)

(b) Sales and distribution activities have the written approval of the institution's athletics
director;

(c) The distribution company or a retail store is precluded from using the name or picture of
an enrolled student-athlete in any poster or other advertisement to promote the sale or
distribution of the film or media guide, and (Revised: 1/16/93)

(d) There is no indication in the makeup or wording of the advertisement that the squad
members, individually or collectively, or the institution endorses the product or services of
the advertiser.

12.5.1.10 Promotional Contests—Division III. A student-athlete, selected through a random
drawing open on the same basis to all students from the student-athlete's institution, may
receive a prize as part of any promotional activity conducted by a member institution or held
on a member institution's campus and may utilize athletics ability to win such a prize.

12.5.1.11 Promotion of NCAA and Conference Championships. A student-athlete's name or
picture may appear in a poster that promotes an NCAA championship or a conference
championship, provided the poster is produced by a member institution that hosts a portion of
the championship or by the NCAA or the conference. (Adopted: 1/11/89)

12.5.1.12 Olympic, Pan American and World University Games. A student-athlete's name or
picture may be used to promote Olympic, Pan American or World University Games as speci-
fied in this section. (Adopted: 1/10/92)

The following 12.5.1.12.1 was revised (as noted following the listing of the current
legislation) by the 1994 NCAA Convention, effective August 1, 1994:

12.5.1.12.1 Sale and Distribution of Promotional Items. Promotional items (e.g., playing
cards, posters, postcards, film, videotapes) bearing the name or picture of a student-
athlete and related to these events may be sold or distributed by the national or inter-
national sports governing body sponsoring these events or its designated third-party
 distributors. Promotional items may include a corporate sponsor's trademark or logo
but not a reproduction of the product with which the business is associated. The name
or picture of the student-athlete may not be utilized by the distribution company or
retail store on any advertisement to promote the sale or distribution of the commercial
item. (Adopted: 1/10/92, Revised: 1/16/93)

12.5.1.12.1 Sale and Distribution of Promotional Items. Promotional items (e.g.,
posters, postcards, film, videotapes) bearing the name or picture of a student-athlete
and related to these events may be sold or distributed by the national or international
sports governing body sponsoring these events or its designated third-party distribu-
tors. It is not permissible for such organizations to sell player/trading cards that bear a
student-athlete's name or picture. Promotional items may include a corporate sponsor's
trademark or logo but not a reproduction of the product with which the business is
associated. The name or picture of the student-athlete may not be utilized by the distribu-
tion company or retail store on any advertisement to promote the sale or distribution
of the commercial item. (Adopted: 1/10/92, Revised: 1/16/93, Revised: 1/11/94 effec-
tive 8/1/94)

12.5.1.12.1.1 Corporate Sponsors. A corporate sponsor may sell a promotional item
related to these events that utilizes the name or picture of a team but not an individu-
al student-athlete. (Adopted: 1/10/92)

12.5.2 Nonpermissible

12.5.2.1 Advertisements and Promotions Subsequent to Enrollment. Subsequent to becom-
ing a student-athlete, an individual shall not be eligible for participation in intercollegiate
athletics if the individual:

(a) Accepts any remuneration for or permits the use of his or her name or picture to advertise,
recommend or promote directly the sale or use of a commercial product or service of any
kind, or

(b) Receives remuneration for endorsing a commercial product or service through the individ-
ual's use or such product or service.
12.5.2.1.1 Exceptions. The individual’s eligibility will not be affected, provided the individual participates in such activities prior to enrollment and the individual:

(a) Meets the conditions set forth in 12.5.1.3 that would permit continuation of such activities, or

(b) Takes appropriate steps upon becoming a student-athlete to retract permission for the use of his or her name or picture and ceases receipt of any remuneration for such an arrangement.

12.5.2.2 Use of a Student-Athlete’s Name or Picture Without Knowledge or Permission. If a student-athlete’s name or picture appears on commercial items (e.g., T-shirts, sweatshirts, serving trays, playing cards, posters, photographs) sold by an individual or agency without the student-athlete’s knowledge or permission, the student-athlete (or the institution acting on behalf of the student-athlete) is required to take steps to stop such an activity in order to retain his or her eligibility for intercollegiate athletics.

12.5.2.3 Specifically Restricted Activities. A student-athlete’s involvement in promotional activities specified in this section is prohibited.

12.5.2.3.1 Name-the-Player Contest. A student-athlete may not permit use of his or her name or picture in a “name-the-player” contest conducted by a commercial business for the purpose of promoting that business.

12.5.2.3.2 Athletics Equipment Advertisement. A student-athlete’s name or picture may not be used by an athletics equipment company or manufacturer to publicize the fact that the institution’s team utilizes its equipment.

12.5.2.3.3 Promotional Contests. Receipt of a prize for winning a promotional activity (e.g., making a half-court basketball shot, being involved in a money scramble) held in conjunction with a member institution’s intercollegiate competition by a prospective or enrolled student-athlete (or a member of his or her family) constitutes improper involvement in commercial activities and would jeopardize the individual’s eligibility for intercollegiate competition, unless:

(a) The prize is won through a random drawing in which all members of the general public or the student body are eligible to participate, and

(b) In the case of a Division I or II student-athlete, no athletics ability or participation is involved.

12.5.2.3.4 Appearance in Commercial Films. Footage of an institution’s intercollegiate game or event or of the individual performance of a student-athlete may not be used in a commercial movie unless all individuals appearing in the footage have exhausted their seasons of eligibility.

12.5.3 Radio and Television Appearances. If a student-athlete’s appearance on radio or television is related in any way to athletics ability or prestige, the student-athlete shall not receive any remuneration for that appearance; nor shall the student-athlete make any endorsement, expressed or implied, of any commercial product or service. The student-athlete, however, may receive legitimate and normal expenses directly related to such an appearance, provided it occurs within a 30-mile radius of the institution’s main campus. The institution may provide such expenses for such an appearance in the general locale of an institution’s away-from-home competition (also see 16.17.4.). (Revised: 11/18/93)

12.5.4 Use of Logos on Equipment, Uniforms and Apparel. A student-athlete may use athletics equipment or wear athletics apparel that bears the trademark or logo of an athletics equipment or apparel manufacturer or distributor in athletics competition and pregame activities provided that such use is reasonably related to the nature of the university’s athletics program and does not constitute an impermissible publicity opportunity for the manufacturer.

(a) Athletics equipment (e.g., shoes, helmets, baseball bats and gloves, batting or golf gloves, hockey and lacrosse sticks, goggles and skis): The item bears only the manufacturer’s normal label or trademark, as it is used on all such items for sale to the general public, and
Promotional Activities/12.5.4—Financial Donations/12.6.1.6.1

12.5.4.1 Outside Team Uniforms and Apparel. The provisions of 12.5.4.1 do not apply to the official uniforms and apparel worn by outside teams.

12.5.4.2 Title-Sponsor Recognition. Racing bibs and similar competition identification materials (e.g., bowl-game patches) worn by participants may include the name of the corporate sponsor of the competition, provided the involved commercial company is the sole title sponsor of the competition.

12.6 FINANCIAL DONATIONS FROM OUTSIDE ORGANIZATIONS

12.6.1 Professional Sports Organizations

12.6.1.1 To Noncollegiate Amateur Team. A noncollegiate amateur team or playing league shall not be considered a professional team or league, even if it receives financial support from a national amateur sports administrative organization or its equivalent that in turn receives developmental funds from a professional team or professional sports organization.

12.6.1.2 To Colleague Event. A professional sports organization may not serve as a financial sponsor of collegiate competition without jeopardizing the eligibility of student-athletes (see 12.1.3) competing in that event. (Adopted: 1/10/92)

12.6.1.3 Developmental Funds to NCAA. A professional sports organization may provide funds for intercollegiate athletics developmental purposes in a particular sport (e.g., officiating, expenses, research and educational projects, the conduct of summer leagues, purchase of equipment). However, such funds shall be provided in an unrestricted manner and administered through the Association's national office.

12.6.1.4 To Institution, Permissible. A member institution may receive funds from a professional sports organization, provided:

(a) The money is placed in the institution's general fund and used for purposes other than athletics, or

(b) The money is placed in the institution's general scholarship fund and commingled with funds for the assistance of all students generally.

12.6.1.5 To Institution, Nonpermissible. A member institution shall not accept funds from a professional sports organization if:

(a) The funds are for the purpose of recognizing the development of a former student-athlete in a particular sport. The receipt of such funds by an institution would make additional moneys available that could benefit student-athletes and thus result in student-athletes indirectly receiving funds from a professional sports organization;

(b) The money, even though not earmarked by the donor, is received and credited to institutional funds for the financial assistance of student-athletes generally, or

(c) The money is placed in the institution's general fund and credited to the athletics department for an unspecified purpose.

12.6.1.6 Revenues Derived From Pro-Am Events. The distribution of revenues from an event involving an intercollegiate athletics team and a professional sports team (e.g., a baseball game in which a member institution's team plays against a professional baseball team) or pro-am event (e.g., golf, tennis) that results in a member institution's receiving a share of receipts from such a contest is permitted, provided the institution has a formal agreement with the professional sports team regarding the institution's guarantee or share of receipts and the contractual terms are consistent with agreements made by the professional team or individuals for similar collegiate or nonprofessional competition (also see 17.01.2).

12.6.1.6.1 Promotion of Professional Athletics Contests. A member institution may host and promote an athletics contest between two professional teams from recognized professional sports leagues as a fund-raising activity for the institution. All revenue generated

86
Financial Donations from Outside Organizations/12.6.1.6.1—12.6.2.3

from such an activity must be placed in the institution’s general scholarship fund for the assistance of students generally. In addition, a member institution is permitted to:

(a) Promote and generate revenues from contests or events involving “sports activities” (e.g., Harlem Globetrotters, professional wrestlers);

(b) Utilize a closed-circuit telecast of a professional athletics event at the institution’s facility to raise revenue, provided the telecast does not involve professional teams from a recognized professional league;

(c) Charge a professional team or organization with a rental rate for the use of its facilities that involves a percentage of the gross revenue and concessions from the event, provided the rental rate is consistent with the institution’s “normal rental agreement,” and

(d) Conduct an intrasquad game following a contest between two professional teams, provided the events are promoted independently of each other (e.g., no arrangement is made for reciprocal tickets) and the arena is cleared between contests.

12.6.1.6.1.1 Use of Revenue. Revenue generated from the activities specified in (a) through (d) above may be utilized in any manner determined by the institution (e.g., placed in the athletics scholarship fund).

12.6.2 Nonprofessional Sports Organizations

12.6.2.1 Individual Athletics Performance. A member institution shall not accept funds donated from a nonprofessional sports organization based on the place finish of a student-athlete or the number of student-athletes representing the institution in an event. However, the organization may donate an equal amount of funds to every institution with an athlete or team participating in a particular event.

12.6.2.2 Team Rankings. A member institution may accept funds donated to its athletics program from a nonprofessional sports organization based on the team’s national or regional ranking.

12.6.2.3 Academic Performance. A member institution may accept funds donated to its athletics program from a nonprofessional sports organization based on an individual’s or a team’s academic performance (e.g., the number of academic all-American award recipients).
Appendix E

HBCU Fan Survey
THANK YOU for supporting this year's HBCU Basketball Tournament. Please take time out to complete this questionnaire. Upon completion, please return it to the front gate upstairs for a complimentary item.

Today's date______________________________
Your zipcode______________________________
Game attending_____________________________

Please rate the following: Circle your answer.

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<td>Facility cleanliness</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Facility appearance</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Courtesy/Helpfulness of staff</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Dates of event</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Price of event</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Event media guide</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Concessions</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Public address system</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Game announcer</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>Overall rating of event</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
</tbody>
</table>

How did you hear about this event?
A. Radio
B. Newspaper
C. Television
D. Church
E. Flyer/Posters
F. Have team schedule
G. Word of mouth

What are your reasons for attending the HBCU Basketball Tournament? (circle all that apply)
A. Socialization
B. Basketball fan (nature of the game)
C. Halftime activities
D. Support of the university
E. Family entertainment
F. Opposing teams
G. Didn't have anything else to do

Is this your first year attending the HBCU Tournament?
   Yes
   No

Do you plan to attend or have you attended more than one game this week?
   Yes
   No

How many games have you attended during this tournament?
   1
   2
   3
   4 or more

How many people attended today's game with you?
   0
   1
   2
   3
   4 or more

What message would you like to give the HBCU Basketball Tournament Committee members so that they can make this a more enjoyable and supported event.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Your sex:
   Male
   Female

Optional (for mailing list purposes only)
   Name__________________________________________________________
   Address______________________________________________________

THANK YOU!!!!!
Please return to staff member to receive your complimentary item.
Appendix F

Letters of Support
(Chamber of Commerce, City Council, Local businesses)
November 1, 1994

Dear Members of the Chamber of Commerce:

You are cordially invited to attend the Fifth Annual Historically Black Colleges and Universities Basketball Tournament January 4-7, 1995 in Daniel Gymnasium on the campus of Virginia State University. This year’s tournament will feature 12 competitive teams from across the nation and will host a variety of family entertainment, half-time festivities, and special events. The event is will produce revenue for the city and county’s economy. Your representation will be greatly appreciated.

The HBCU Basketball Tournament is committed to academics, athletics, and community involvement. The goal is to provide scholarships for the participating teams as well as to create nationwide visibility for HBCU sister institutions. The event is open to the public and with your support should be well received. The first game is scheduled for 1:00 p.m. Tickets are available for $4.

Thank you for your anticipated support. We look forward to seeing you at the HBCU Basketball Tournament.

For additional inquiries, please feel free to call Venisha Bowler, Marketing Director, at (804) 524-0001.

Sincerely,

HBCU Tournament Director
Appendix G

Letters of Support
(Organizations, Student unions, athletic departments)
November 1, 1994

Dear Student Organization:

You are cordially invited to attend the Fifth Annual Historically Black Colleges and Universities Basketball Tournament January 4-7, 1995 in Daniel Gymnasium on the campus of Virginia State University. This year's tournament will feature 12 competitive teams from across the country. This national event has been planned to fulfill the spectator's sporting need with various special events and half-time festivities. It will be a BLAST!

The HBCU Basketball Tournament is committed to the mission of academics, athletics, and community involvement. The goal is to provide scholarship for the participating teams and to create nationwide visibility for the HBCU sister institutions.

It is open to the public and with your support should be well received. The first game is scheduled for 1:00 p.m. Tickets are available for $4.

Thank you for your anticipated support. We look forward to seeing you at the HBCU Basketball Tournament. Bring a Friend!

For additional inquiries, please feel free to call Venisha Bowler at (804)524-0001.

Sincerely,

HBCU Tournament Director
Appendix H

Sample Marketing Calendars