

FOURTH ANNUAL CATHOLIC SCHOOLS BASKETBALL CLASSIC  
*Seattle University Redhawks vs. New Mexico State Aggies*  
SATURDAY, FEBRUARY 8<sup>TH</sup>, 2014 AT 7:00 PM TIP-OFF  
KEY ARENA, SEATTLE

PROMOTIONAL IDEAS FOR PRINCIPALS

Publicize the event at your school

- Hang posters at your school, share in newsletters, weekly emails on Facebook, your website...
- Promote with basketball teams, parent groups, classroom competitions to spur ticket sales....

Identify a point person at your school to spearhead ticket sales and be Fulcrum's contact - take some pressure off of you

- Involve your athletic director- *encourage CYO basketball teams to sell tickets and attend as a group*
- Involve parents - they can be your best ambassadors and advocates.

Order tickets as a group direct through Seattle U. to ensure that your school group sits together. The SU ticket office is your contact point—Libby Johnson at **206-296-2835**.

Identify a special project for your rebate—use this as a selling point to encourage ticket purchases

1. Enhancements to Science Labs
2. Technology related ideas
3. Library enhancements/special books programs
4. Classroom Teaching enhancements—Math/Reading/Music
5. Sports team uniforms

Encourage students to wear their school colors to the game

Encourage someone, a company, or a group to match ticket sales with a dollar for dollar donation (or some variation) towards your project – a great way to increase/even double your revenue – example: If you sell 100 tickets at \$10.00 apiece, you yield **\$1,000**. If your benefactor(s) match this gift, you now have **\$2,000** to apply towards your special project!

Talk up the event at school—**game time is 7:00 pm, Saturday February 8, 2014, Key Arena.**

**Added Bonus:** There will be 2 CYO games on the Key Arena court beginning at 3PM ahead of the Redhawks' game. These games will be for 4<sup>th</sup> and 5<sup>th</sup> grades—Boys or Girls—awarded to schools who sell the most tickets and whose ticket sales are the greatest percentage of the school population. Make it a family day downtown or at the Seattle Center!

Contact us for more information!

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