



2006 *Resource CD*

We are now taking submissions for the 2006 Resource CD. This year's categories are:

- ? **Attendance Promotions**
- ? **Atmosphere Promotions**
- ? **Marketing to Family & Youth**
- ? **Student Promotions**
- ? **Season Ticket Sales Promotions**
- ? **Unique Inventory Opportunities**
- ? **Radio & Television Creatives/Scripts**
- ? **Marketing Plans for Sports**
- ? **Corporate Sponsorship Proposals**
- ? **Sponsor Follow-Up Report**

If you would like your NACMA "Best of" Award entry included in the 2006 NACMA Resource CD, please e-mail a PDF-version or word document to Bill Sisto (nacmaintern@nacda.com) and save the entry as "Category, School, Entry Title"

Please submit ideas by Friday, April 21, 2005, using the attached form (which can also be found at www.nacma.com). PLEASE SEND ALL SUBMISSIONS ELECTRONICALLY AS A PDF or WORD DOCUMENT.

Using the attached form, complete the necessary information, and insert your athletics logo and title of the promotion. More than one promotion may be submitted for each category. For example, under attendance promotions, you may have three different submissions, one each for students, kids and community target groups.

All submissions should be sent electronically to Bill Sisto at the NACMA Office (nacmaintern@nacda.com).

Questions? Please contact:

Cliff Dochternman
UC-Riverside
(915) 827-4292
cliff.dochterman@ucr.edu

OR

Bill Sisto
NACMA
(440) 892-4000
bsisto@nacda.com

INSERT ATHLETICS LOGO AND TITLE OF PROMOTION HERE

Who: (Target audience, i.e. Students, Kids, Community, Sponsors)

What: (Items needed, i.e. props, participants)

When: (Time to hold promotion, i.e. pre-game, half-time, post-game)

Where: (What events, i.e. Baseball, Basketball, Football)

How: (Steps to completing the promotion)

Contact: (Who to contact with questions)

(Name)

(Title)

(Phone)

(E-mail)

INSERT ATHLETICS LOGO AND TITLE OF OPPORTUNITY HERE

What: (Briefly describe the revenue generating idea)

How: (How did you come up with this idea? What's the best way to create this opportunity on campus?)

Contact: (Who to contact with questions)

(Name)
(Title)
(Phone)
(E-mail)