Promote women's basketball as a valuable commodity to be sought by the consumer with a promotional tagline that reflects upon one of the five attributes of women's college basketball.

The tagline “Great College Hoops” reinforces that these student-athletes play a fundamentally sound game. Highlighting the team’s successes calls attention to their high level of play.
Encouraging campus support of women's basketball is a great way to increase attendance; helping to create a championship atmosphere year round, while simultaneously building life-long fans of the game.

Promote women's college basketball internally by encouraging students, student-athletes, faculty and staff to take part in year-round ticket discounts.

Pizza packages are available for groups of 10 or more. For $5 per person, you receive a game ticket, one slice of pizza and one soda. Reservations for Pizza packages must be made one week in advance by calling 773-325-7526.
The "My Team is Your Team" theme helps invest fans and potential fans of the game. Increased attendance reflects in an increased atmosphere that is positive and exciting.

Create awareness of women's basketball within the institution and the community that invites fans to be a part of the team experience.

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<th>Package</th>
<th>Cost</th>
<th>Qty.</th>
<th>Subtotal</th>
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<td>Gator Gold Card</td>
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<td>Gold Card with Reserved Seats for Women's Basketball</td>
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Please complete the following information:

- Name
- SS# or Corp ID#
- Address
- City/State/Zip
- Home/Work Phone
- E-mail Address
- Credit Card #: (Visa, MC, AMEX, Discover)
- Exp. Date
- Signature

Make checks payable to: University Athletic Association, Inc.

PHONE: 800-34-GATOR ext. 6800 FAX: 352-372-5801
MAIL: Gator Ticket Office - Women's Basketball
PO Box 14435
Gainesville, FL 32604-2485
Highlighting the game day “Experience” by describing the excitement and high level of play involved in women’s college hoops is a positive way to promote both your team and women’s college basketball in general.
Highlighting the team’s success while pairing it with a successful baseball program demonstrates that the team is at a high level of play and competition.

Encourage coaches, teams and fans of sports other than women’s college basketball to support the women’s hoops program.
Include a letter from your Head Women’s Basketball Coach in your ticket brochure. This letter from Coach Kay Yow expresses not only how hard the women’s basketball team has been working, but she also expresses that the fans are the most important part of the women’s program.

This letter reinforces both the high quality of play achieved by women’s college basketball players, as well as the energetic and enthusiastic environment that surrounds them.
Use collateral marketing to tell fans and potential fans the story of women's college basketball.

Using a slogan such as “Come for the game...Come back for the experience” highlights two key attributes: women's college hoops possesses a high level of play, and the family-oriented atmosphere is electrifying.
Accenting photos help to illustrate this story, by displaying the exhilarating atmosphere.
Provide incentive programs for group ticket purchases.

Rewarding businesses and other organizations and groups for their ticket purchases by providing incentives such as special rates and rewards, such as their name announced over the public address system, is a great way to boost ticket sales and enhance the already fun and exciting atmosphere of a women's college basketball game.
The Golden Eagle Guarantee points out the program’s commitment to providing an entertaining and exciting family atmosphere.

Promote a fun, inviting and family-friendly championship atmosphere year-round.
The Big Red Rascals Club, a McDonald's sponsored youth group, is a great way to get kids involved in the program and enhance the family-oriented environment.

Create a youth sponsorship program. Encourage corporations and boosters to sponsor youth groups or individuals.
Identify and promote to a target market (i.e., families).

The slogan “We are Family...We are Western Kentucky Basketball” helps reinforce the value placed on family involvement at games while the photos highlight the intense play and fun atmosphere indicative of this family-oriented brand of entertainment.

2004-2005 Women's Home Schedule

- **Sat. Nov 6**: Brock University (Exhibition), 7 pm
- **Sat. Nov 13**: Abilene Christian (Exhibition), 8 pm
- **Fri. Nov. 19**: Tennessee State (1-0), 6:30 pm
- **Sat. Nov. 27**: Montana, 7 pm
- **Wed. Dec. 1**: Southeast Missouri, 7 pm
- **Wed. Dec. 8**: Eastern Kentucky, 7 pm
- **Sat. Dec. 18**: Marshall, 7 pm
- **Wed. Dec. 22**: Kentucky State, 7 pm
- **Sat. Jan. 1**: Fordham, 2 pm
- **Thur. Jan. 20**: New Orleans*, 7 pm
- **Sat. Jan. 22**: South Alabama*, 7 pm
- **Sat. Feb. 5**: Arkansas State*, 7 pm
- **Mon. Feb. 7**: Florida International*, 7 pm
- **Thur. Feb. 10**: Denver, 7 pm
- **Thur. Feb. 17**: Arkansas-Little Rock*, 7 pm
- **Sat. Feb. 19**: ESPN Bracket Buster Saturday II, TBA
- **Thur. Feb. 24**: Middle Tennessee*, 7 pm

We Are Family

Western Kentucky Basketball

Western Kentucky Basketball is home to 17 exciting home games this season.

SPREAD THE RED

Lady Toppers Basketball

The 2004-05 Lady Toppers Basketball schedule will feature 14 home games in E.A. Diddle Arena. We are raising our intensity level by inviting Lady Legends and Campus Whiskers and junior All-American candidate Tiffany Pomeroy. We hope these two programs can help the Lady Toppers squad highlighted by Crystal Kelly, in the 2004 Kentucky Miss Basketball and Bowling Green state on-board Cary Bell. This season will prove to be extremely competitive as we continue to take strides forward to become one of the nation's elite programs.

Lady Toppers Basketball season tickets guarantee you a seat so that you can experience the excitement of women's basketball in one of the most intramural arenas in America—E.A. Diddle Arena. Purchase your season ticket today and help us "Spread the Red!"

Go Lady Toppers!

SCHEDULE WEEKEND
Coach Stone has a positive and determined outlook on the season. She shares her dedication to guiding her team to the highest level of play and competition.
Increasing ticket sales through the group ticket packages and family discounts is a great way to enhance the fun, family-oriented brand of entertainment that is women's college basketball.