

# Dig for the Cure

## Case Study: Planning a Charity Event AVCA Spring Clinic, Provo, UT

### MARKETING AND PROMOTION IDEAS

- Pink decorations at match:
  - Streamers
  - Helium Balloons
  - Banners
- Pink uniforms:
  - Warm-up shirts
  - Sponsored jersey
  - Pink accessories (headbands, pre-wrap, shoelaces, socks, athletic tape, hair ribbons, or hair extensions)
- T-shirt sales
- Silicone bracelets and rinks, beads, ribbons, lapel pins,
- Officials Paraphernalia:
  - Pink Whistles
  - Pink Line Judge Flags
  - Pink Polos
- Bake Sale
- Donation Jars
- Pink Lemonade Stand at Concessions
- Loose Change Collection in Dorms
- Auctions (team memorabilia, donated items)
- Raffles (split the pot, donated prizes)
- Side-out Foundation's online giving
- VIP seating for individuals contributing to fundraising efforts
- Combined project with area high schools
- Holding events in conjunction with other athletic teams
- Advertising in match program for monetary donations

### GETTING PEOPLE TO YOUR EVENT

- Send press release about event to area/campus newspapers, televisions stations, and cancer awareness affiliates
- Advance ticket sales and fundraising to generate excitement
- Special invitations from program or players to VIPs or influential individuals



## Foundations

Susan G. Komen for the Cure Foundation

[www.komen.org](http://www.komen.org)

Side Out Foundation

[www.side-out.org](http://www.side-out.org)

American Cancer Society

[www.cancer.org](http://www.cancer.org)

