

Sports Promotions

Sports game promotions are normally used to help drive traffic to home games, most often walk up traffic that did not plan in advance to a game or event. For years, it has been associated with a giveaway which has been driven by a corporate sponsor underwriting a single game. So let's do a little comparison shopping between the Los Angeles Lakers and the Denver Nuggets, currently facing off in the Western Conference Finals.

Based on the time of year and the significance of the games, I would think there is no need to sell tickets in either city.

The Lakers, which hosted game 2 last night, gave away Lakers Flags to fans at the game. I learned this after reading Beto Duran's Tweet. Duran is a reporter for ESPN Radio in L.A. Here was his note.

This is a typical offering of what teams do during the playoffs. It is much like a hockey team giving away a towel for a Stanley Cup playoff game or shirts to fans to create a home ice or field advantage. However, I also learned, via the web, that the Denver Nuggets have also created a promotion for their playoff game. Their efforts however, have been a bit more unique.



Qwest, also had a post today that spoke about their unique playoff promotion — Here is the photo that went along with it.



I had to double check on their web site but Qwest is a sponsor of the Nuggets. Here is what they were offering fans in the Denver Area.

Qwest is giving away two pairs of court side tickets to Game 3 at Pepsi Center, two iPod Nanos and free Nuggets shirts and hats. It is not geared towards fans attending the game but for all Denver NBA basketball fans.

This Saturday, from 9 am until 2 pm 20 blue basketballs will be placed in the Denver/Boulder area.

Find a basketball and post it to Twitter or Brightkite (I have no idea what this is) and then be eligible to win the announced prizes.

SAMPLE PROMOTIONS BY JUNIOR HOCKEY AND NHL TEAMS:

Special EventsThe 12th season of "Hockey with Heart" is jam-packed with Special Events and Promotions! Back again are favourites like the Teddy Bear Toss and Celebrity Dash for Cash, plus we'll continue to honour some of the greatest personalities in the history of the game - including Gordie Howe, Trevor Linden and Joe Sakic! Check back regularly for more details on your favourites nights as they become available!
Last Update: October 19, 2012

Friday, September 21 - Home Opener & Salute to the 1945/46 Canucks

vs Victoria Royals, 7:30pm

Let's start with bang, shall we? Not only will fans be treated to one of our best rivalries - vs the Victoria Royals - but we have a host of activities to get the season started in style! First off, the Giants will don retro tribute jerseys to honour the 1945/46 Vancouver Canucks team that will be enshrined in the BC Sports Hall of Fame the night before. We'll also give away our coveted magnetic schedules to the first 5,000 fans, PLUS all game tickets will grant you FREE ADMISSION TO PLAYLAND after 3pm the following day (Sat Sept 22)!
BUY TICKETS

Presented by: Canadian Direct Insurance & Global BC

Friday, October 5 & Sunday, October 7 - Fill the Rink on Renfrew: Food Bank Nights

vs Medicine Hat Tigers, 7:30pm & vs Victoria Royals, 4:00pm

What better time than Thanksgiving Weekend to give a little something to those in need? Bring a non-perishable food item, or baby supply donation, to either of these games so we can help fill the Food Bank well in advance of the busy holiday season. Friday's game will also be a JRFM Music Night, with donations going specifically to their Food Bank initiative, JRFM Basics for Babies, while Sunday's game will benefit the Greater Vancouver Food Bank Society. **BUY TICKETS for FRIDAY** **BUY TICKETS for SUNDAY**

Supporting: Greater Vancouver Food Bank Society

Saturday, October 20 - Girls Night Out / Vegas Night

vs Calgary Hitmen, 7:00pm

Make this Saturday a GIANT night out with the girls! Take advantage of our special one-night-only offer - just for the ladies: for only \$29 you'll receive 1 Red Ticket, 1 ladies Giants t-shirt, FREE Peller Estates wine sampling and FREE Botticelli's chocolates when you click the link below and quote promo code BEAT945! That's a \$55 value for only \$29 (HST included, services charges apply)! Plus we'll have lots of fun at this Vegas-themed night and one lucky fan will win a TRIP FOR TWO TO LAS VEGAS, courtesy Alaska Airlines, Prime Travel and Western Vacations!

Friday, October 26 - Legends Night

vs Victoria Royals, 7:30pm

We'll welcome a line-up of all-time greats led by one of the greatest of them all - Mr. Hockey, Gordie Howe! You could be one of 30 lucky fans who will win a meeting with Gordie Howe, Marty Howe, New West Bruins great Mark Lofthouse, and more! **BUY TICKETS**

Presented by: White Spot & Global BC

Sunday, November 11 - Canadian Forces Tribute

vs Prince George Cougars, 4:00pm

Join us as we honour the men and women who have served this country so proudly. **BUY TICKETS**

Saturday, December 1 - Heroes of Hastings: Trevor Linden

vs Tri-City Americans, 7:00pm

So many great moments of his storied career took place right here in the Pacific Coliseum. So on this night, Trevor Linden comes "home" as we honour one of the greatest Heroes of Hastings ever. BUY TICKETS

Presented by: Canadian Direct Insurance & Global BC

Friday, December 14 - Teddy Bear Toss

vs Prince George Cougars, 7:30pm

It's the event you'll be talking about for weeks - the Giants' Annual Teddy Bear Toss! We encourage you to bring a new teddy bear to the game (or buy one on the concourse with proceeds going to charity). Then, when the Giants score their first goal of the night - THROW THEM ON THE ICE!!! We'll collect all the stuffed animals and donate them to local childrens charities in time for Christmas. Don't miss this incredible event! BUY TICKETS

Presented by: BC Honda Dealers & Global BC

Supporting: CKNW Orphans' Fund. The Province Empty Stocking Fund, Lower Mainland Christmas Bureau

Friday, January 18 - Celebrity Dash for Cash

vs Victoria Royals, 7:30pm

Ever wonder what \$15,000 looks like . . . in loonies . . . spread across a hockey rink? Find out tonight, during what is surely the most entertaining 60 seconds of the season! We chose random fans from the audience to participate alongside a team of local media celebrities, spread the cash between the bluelines, then give them one minute to pick up as many frozen loonies as they can. The fans keep what they pick up, while the celebs play for a charity of choice. BUY TICKETS

Presented by: Global BC

Sunday, January 20 - Kids Day with Jack the Giant

vs Everett Silvertips, 4:00pm

The first 500 kids through the door under 10 years of age will receive Jack the Giant bobblehead doll! BUY TICKETS

Presented by:

Friday, February 1 - Joe Sakic Hall of Fame Night

vs Kelowna Rockets, 7:30pm

Vancouver hockey fans have never really had a chance to show "Burnaby Joe" how much he's admired here (given the fact he always had that Avalanche uniform on). So now's your chance - fresh off his induction to the Hockey Hall of Fame, join us as we welcome and pay tribute to one of the greatest players this area has ever produced. BUY TICKETS

Presented by: Canadian Direct Insurance & Global BC

Monday, February 11 - Family Day

vs Portland Winterhawks, 2:00pm

Today is the first Family Day stat holiday in BC's history, so load up the mini-van and celebrate with us at this special 2:00pm afternoon start! In fact, it's the perfect time to enjoy a White Spot Family Pack! BUY TICKETS

Presented by: TELUS & QMFM

Wednesday, February 13 - Reverse Valentine's Date Night / Hawaii Trip Give-Away

vs Kamloops Blazers, 7:00pm

Tomorrow, you know he'll romance you. But tonight, it's your turn to give him the Valentine's Date he's always wanted - TAKE HIM TO A HOCKEY GAME! We'll have a special offer for two, plus someone in the audience will win a TRIP FOR TWO TO HAWAII! Now that's what you call a Happy Valentine's! BUY TICKETS

Presented by: Alaska Airlines, Prime Travel & The Beat 94.5

Friday, March 1 - Gordie Howe's 85th Birthday Celebration

vs Lethbridge Hurricanes, 7:30pm

Mr. Hockey® Gordie Howe will soon turn 85 years young, and we want to show him just how much we love him! And there may just be a special guest appearance or two . . . BUY TICKETS

Presented by: Canadian Direct Insurance & Global BC

Friday, March 15 - Honda Fan Appreciation Night

vs Kelowna Rockets, 7:30pm

Your ticket to the game is your chance to win! Over \$30,000 in prizes WILL BE WON including an ALL-NEW 2013 HONDA VEHICLE! Everyone in attendance has a chance to win!!! BUY TICKETS

Presented by: The Province, Global BC & your BC Honda Dealers

Promotional / Giveaway Schedule ST. LOUIS BLUES

Below is a list of promotional giveaway nights for the 2012-13 season. Check back often as more dates could be added throughout the season. Please note that dates are subject to change.

October 18 vs. Detroit Red Wings

Ford Team Calendar (all fans)

October 20 vs. Minnesota Wild

Pepsi Magnet Schedule (all fans)

November 8 vs. Columbus Blue Jackets

Boeing Military Poster (first 15,000 fans)

December 1 vs. Ottawa Senators

Blues Yearbook (first 10,000 fans)

December 14 vs. Calgary Flames

Missouri Lottery Ice Scraper (first 10,000 fans)

March 26 vs. Phoenix Coyotes

Maxwell House Coffee Mug Night (first 15,000 fans)

Check back often for more information on upcoming promotional nights for the 2012-13 season!

DALLAS STARS

Student Rush!

Discount Stars Tickets With Your Student ID!*

Starting one hour before any Dallas Stars home game, bring your student ID to the North Box Office at American Airlines Center and purchase premium seats at student prices!

*Only one ticket per student ID. College and High School students only. Tickets subject to availability.

Celebration Announcements On The Scoreboard*

presented by A #1 Air

For a \$50 donation, Stars fans can welcome, congratulate or wish a close friend a Happy Birthday on the Stars jumbotron. The message will appear on the jumbotron and will be announced in the arena during the game. All proceeds benefit the Dallas Stars Foundation. [Click here](#) to send us your request.

Salute the Troops

1310 The Ticket and the Dallas Stars want to send a special "Thank You" to our service men and women. To do so, we're asking for nominations. For every Dallas Stars home game this season we will select a military person to join us as our Hero of the Game. [Click Here To Enter](#).

This contest is open to military personnel that served in the military, are active in the military, or are retired or are reservists.

Dallas Stars Shooting Stars Program

Shooting Stars is an opportunity for both boys and girls 4 to 8 years of age to learn how to ice skate and hockey fundamentals then actually play in cross ice hockey league. The program takes place over a 4-month span. In addition to the instruction each Shooting Star will receive a full set of hockey equipment.

[Click here for more information!](#)

Dr Pepper Stick Kid presented by RaceTrac

All kids age 6-12 years, sign up today to be an honorary Dallas Stars Dr Pepper Stick Kid of the game!

If selected, you'll receive:

Four (4) tickets to the game

Meet and greet with a Stars player

Watch the Pre-Game Warm-ups on the glass between the benches

Dr Pepper Stick Kid T shirt

Autographed hockey stick

The Dr Pepper Stick Kid is chosen at random and will be notified at least one (1) week prior to the game selected.

Classic BMW Junior Starter Of The Game

Calling all kids ages 6-14! Can you imagine having your name called and skating onto the ice next to your favorite Dallas Stars player?

Here's your chance to be the next Classic BMW Junior Starter of the Game.

The Youth Starter of the Game will:

Four (4) tickets to the game

Get an official Junior Starter of the Game jersey

Watch pre-game warm-ups from the players bench

Skate out with the players for the National Anthem

The Classic BMW Junior Starter of the Game is chosen at random and will be notified at least one (1) week prior to the game selected.

One entry per person please.

(all applicants must own skates, hockey equipment, and be able to skate)

Contests & Promotions CHICAGO BLACKHAWKS

NorthShore University HealthSystem "Hockey Mom of the Year" Sweepstakes

Do you know a hockey mom who is deserving of the title "Hockey Mom of the Year"? Nominate her for a chance to win the ultimate Blackhawks gamenight experience, including a limousine ride to a Blackhawks home game, four 100-Level tickets, a one-night stay at the Sutton Place Hotel and more! Visit our [official Facebook page](#) for more details and to enter!

University of Phoenix B-Better For Blackhawks High School Reward Program

University of Phoenix strives to promote the importance of education for everyone. That's why the University is proud to sponsor this program where the Blackhawks high school fans will submit their "B" or better report cards to be automatically entered into a drawing for Chicago Blackhawks tickets. [Click here](#) for more information.

Kia Motors Fan-Tastic Sweepstakes

Enter the Kia Motors Fan-Tastic Sweepstakes for your chance to win a Flyaway Trip to a Blackhawks game, a framed Blackhawks Autographed Jersey or two VIP seats to a Blackhawks game. [Click here](#) to enter now and for official rules.

Sundance Vacations

Sundance Vacations loves the Blackhawk fans! We have found that while hockey fans live in the cold, they love to travel to warmer climates with [Sundance Vacations](#).