

The slide features a large, faint, light gray background graphic of the Washington State University 'W' logo. The title '2016 FOOTBALL MARKETING PLAN RECAP' is centered in a bold, black, sans-serif font, preceded by a small gold square icon. A thin black horizontal line is positioned directly below the title text.

## 2016 FOOTBALL MARKETING PLAN RECAP

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### CONFIDENTIALITY NOTICE

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## KEY OBJECTIVES *What do we want to accomplish?*

- Build a creative campaign that harnesses positive fan emotion toward engagement, and scales to guide all creative executions
- Increase Revenue and Attendance
- Raise Program Profile Locally, Regionally, Nationally
- Revitalize Day-of-Game Experience
- Celebrate the 25th Anniversary of the 1991 National Championship team



## PLAN STRATEGIES *How will we meet the objectives?*

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### CAMPAIGN

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- Partner with football staffing to ensure creative consistency, momentum and authenticity

### REVENUE & ATTENDANCE

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- Revise digital marketing strategy
- Increase collaboration between Marketing and Ticket Sales units
- Activate key local corporate partners

### PROGRAM PROFILE

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- Implement campaign launch date

### GAMEDAY EXPERIENCE

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- Audit and re-evaluate all in-game elements
- Create and activate Fan Advisory Council
- Implement new in-game elements

### HONOR '91 CHAMPS

---

- #UWTributeTo25 commemorative ring giveaway
- Sept. 30 team recognition



## PLAN GOALS

*How will we measure success?*

### CAMPAIGN

- No goals established

### REVENUE & ATTENDANCE

- Meet revenue goals:
  - \$18.5M in Season Ticket revenue
  - 92% Season Ticket renewal rate
  - 1,400 New Season Tickets
  - 2,061 Partial Plans sold
  - 32,380 Single-Game Tickets sold
  - 6,757 Group Tickets sold
- Meet attendance goals:
  - 2 stadium sellouts

### PROGRAM PROFILE

- No goals established

### GAMEDAY EXPERIENCE

- Select Fan Advisory Council and conduct first meeting by October 1
- Hold at least 4 Fan Advisory Council meetings by the close of the 2016-'17 athletic year

### HONOR '91 CHAMPS

- No goals established

## 2016 STRATEGIC POSITIONING

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### STRENGTHS

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- Significant momentum behind team performance
  - Enters season on 3 game win-streak
  - Preseason top-25 ranking
  - Pac-12 leading defense returns 7 of 11 starters
  - QB Jake Browning has potential to emerge as a Heisman candidate
- 25th anniversary of 1991 National Championship team brings fan nostalgia
- Authentic, team-generated concept, "Purple Reign"

### WEAKNESSES

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- Fan fatigue from being sold on team's future
- Non-conference strength of schedule
- Team leadership still developing personality & identity

### OPPORTUNITIES

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- 25th Anniversary of 1991 National Championship team
- Strong momentum & buy-in from football coaches and staff behind "Purple Reign" concept
- Link Lightrail opening

### THREATS

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- Continued media coverage and city support behind Seattle Seahawks
- Late notice for game times



The 2016 creative campaign is an attempt to capitalize on the program's momentum and expectations, and to pay homage to the 25th anniversary of the most memorable team in Washington Football history. Drafting off of the "PURPLE REIGN" theme used throughout the history of Husky football and embraced by the current coaching staff, the **"LET PURPLE REIGN AGAIN"** campaign was created as a bold statement to express the hopes of our fanbase for Washington to return to glory.

The campaign launched on August 1 with a microsite, video, poster and social graphics. Digital ads were also placed on the Seattle Times website, including a one-day "site takeover". Special effort was made to ensure a consistent look and feel across all platforms, including social, print and in-venue.

## CAMPAIGN LAUNCH DATE



**OBJECTIVE:** Create a hub to drive traffic to which will provide both editorial content to get fans excited for the season, and informational content to help them prepare.

- Launch date: Aug. 1, 2016
- Season-ticket advertising in-market
- Microsite ([www.LetPurpleReignAgain.com](http://www.LetPurpleReignAgain.com)) live
  - Ticket offerings & info
  - "6 New Things for the 2016 Season"
  - "The Handoff" editorial series
  - 2016 Nike merchandise offerings

## AD BUY CALENDAR

### AUGUST 2016

SU	MO	TU	WE	TH	FR	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### SEPTEMBER 2016

SU	MO	TU	WE	TH	FR	SA
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

### OCTOBER 2016

SU	MO	TU	WE	TH	FR	SA
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### NOVEMBER 2016

SU	MO	TU	WE	TH	FR	SA
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

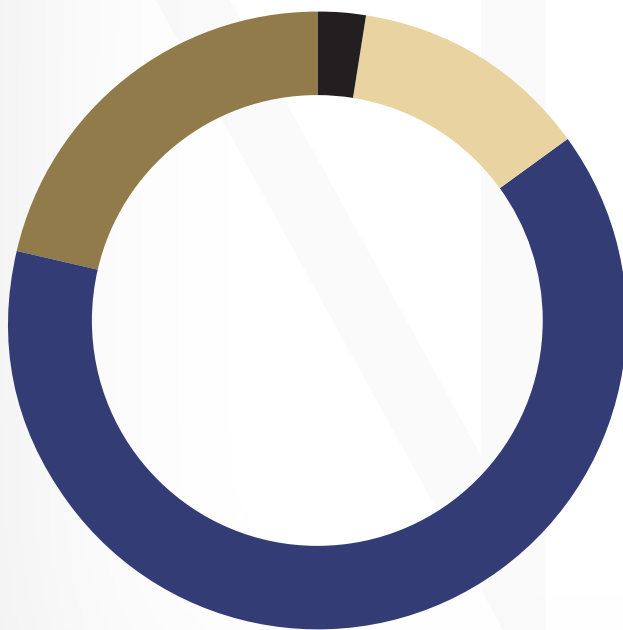
SEASON TICKETS (8/1 - 8/14)





PARTIAL PLANS (8/15 - 8/31)

SINGLE GAME TICKETS (9/1 - 11/18)



## AD BUY ANALYSIS



	IMPRESSIONS	CLICKS	COST	CTR	CPC	CPM
 <b>FACEBOOK</b> (3%)	535,811	4,540	\$3,948	0.85%	\$0.87	\$7.37
 <b>RETARGETING</b> (12%)	2,151,589	14,663	\$17,722	5.61%	\$3.33	\$58.22
 <b>DISPLAY</b> (64%)	13,842,459	33,622	\$91,446	0.24%	\$2.72	\$6.61
 <b>PAID SEARCH</b> (21%)	606,793	17,484	\$30,351	2.88%	\$1.74	\$50.02
<b>TOTAL</b>	<b>17,136,652</b>	<b>70,309</b>	<b>\$143,467</b>	<b>0.41%</b>	<b>\$2.04</b>	<b>\$8.37</b>



## FLASH SALES & PARTNER PROMOTION ACTIVATIONS

DATE	SALES	SEATS	REVENUE	OPPONENT	CLICKS	FACEBOOK	TWITTER	CONV. RATE
8/16/2016	5	14	\$695	Rutgers	501	281	170	1.00%
8/23/2016	11	34	\$1,630	Idaho/PSU	370	208	131	2.97%
8/30/2016	2	7	\$325	Rutgers/Idaho	559	292	241	0.36%
9/6/2016	11	21	\$925	Stanford/PSU	452	262	163	2.43%
9/13/2016	45	111	\$10,924	Stanford	1408	944	290	3.20%
9/20/2016	6	14	\$605	Oregon State	395	194	57	1.52%
10/4/2016	14	35	\$3,350	USC	857	620	149	1.63%
10/11/2016	27	87	\$4,263	Oregon State	561	273	190	4.81%
10/25/2016	87	271	\$13,008	USC	1011	571	344	8.61%
11/1/2016	17	39	\$2,170	Arizona State	344	138	172	4.94%
11/15/2016	28	67	\$2,324	Arizona State	336	210	95	8.33%
<b>TOTAL</b>	<b>253</b>	<b>700</b>	<b>\$40,219</b>		<b>6794</b>	<b>3993</b>	<b>2002</b>	<b>3.72%</b>

**OBJECTIVE:** Generate new revenue and foster increased collaboration between Marketing, Digital Communication and Ticket Sales units, while experimenting with new sales products.

- Campaigns ran each Tuesday, and promotions were synchronized through email, social and paid outlets



## FAN ADVISORY COUNCIL

**OBJECTIVE:** Select a group of fans with diverse Huskies football experiences, and provide opportunities for them to provide valuable feedback about football fan experience topics.

- Group of 13 selected from over 400 applicants for a two-year term
- Initially scheduled to meet quarterly, the council asked to meet each month to increase their ability to contribute
- The council decided upon five core fan experience values, and will reconvene in June to evaluate 2017 fan experience elements

### HUSKY FOOTBALL GAMEDAY PILLARS

1. LOUD & ENERGETIC
2. COLLEGIATE
3. HONORING HISTORY
4. SHARED & UNITED
5. FIRST CLASS



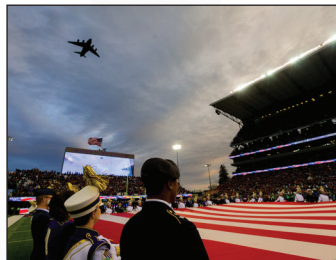


## DAY-OF-GAME EXPERIENCE AUDIT



**OBJECTIVE:** Provide thorough assessment of all fan-experience elements and evaluate their effectiveness

- All elements audited through first three home games
- Several immediate tweaks (Dawg Pack DJ inserted into pregame, team entrance sequence pyro added, etc.) made
- Process for continued evaluation established



## #UWTributeTo25 COMMEMORATIVE RING GIVEAWAY



**OBJECTIVE:** Raise awareness around the 25th anniversary of the Huskies' 1991 national championship team, and pay tribute to longstanding fans who have remained with the team since 1991

- A promotional video released Sept. 7 announced that UW Athletics would be giving away 25 commemorative 1991 National Championship rings to honor 25 Huskies fans who have been season-ticket holders since '91.
- 25 season-ticket holders who have renewed since '91 were selected at random and awarded commemorative rings in the month leading up to the Sept. 30 home game against Stanford.



## HONORING THE 1991 NATIONAL CHAMPIONS



**OBJECTIVE:** Honor the 1991 national champions appropriately and drive sales and attendance to the Sept. 30 home game against Stanford.

- In conjunction with Big W Club leadership, UW marketing worked with members of the 1991 team to develop programming (both pregame and in-game) that met their preferences, and celebrated their accomplishments
- Autograph availability pregame in The Zone
- Halftime tribute featuring video highlights, trophy presentation with Carol James, band tribute, and rose giveaways to fans





## FAN APPRECIATION DAY PRESENTED BY STARBUCKS

**OBJECTIVE:** Thank fans for their support, and drive sales and attendance to the Nov. 19 home game against Arizona State

- Saturday, Nov. 19 (vs. Arizona State)
- First 40,000 fans
- Estimated at over \$1M worth of retail distributed, representing the most valuable promotional item giveaway in college sports history

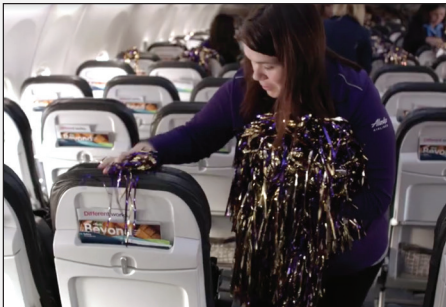


## ALASKA AIRLINES PEACH BOWL ACTIVATION

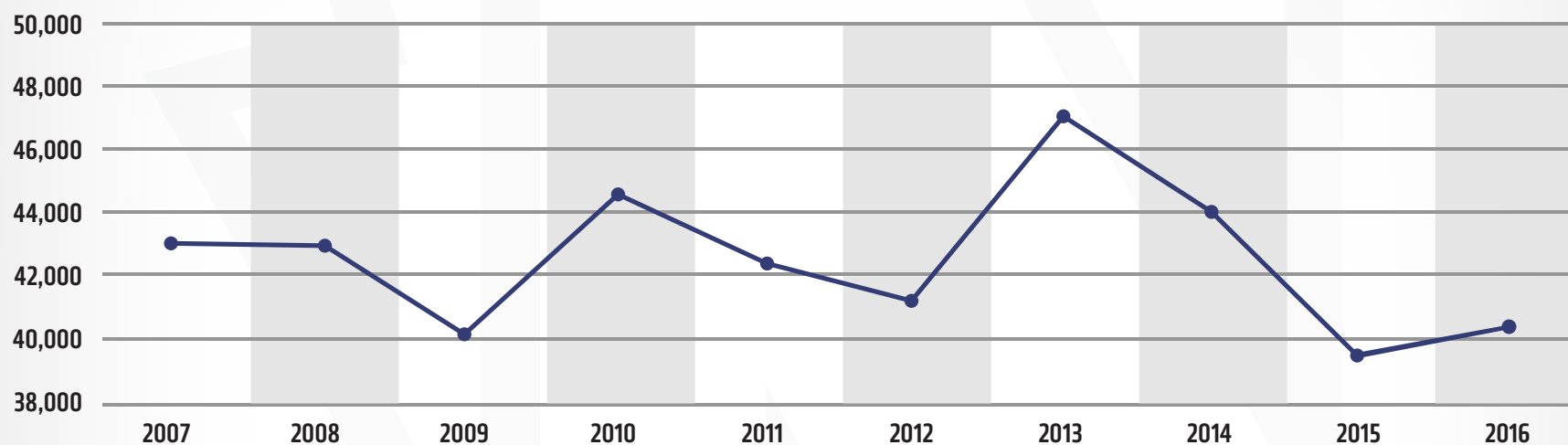


**OBJECTIVE:** Help Alaska Airlines leverage enthusiasm around the Huskies' Peach Bowl appearance to build longterm brand affinity as a local partner

- Alaska Airlines added three additional flights to Atlanta to service Peach Bowl demand.
- To celebrate the event, Alaska Airlines created a party atmosphere in the flight's terminal at SeaTac, including decorations, giveaways and a DJ playing Huskies themed music
- One flight was decorated with "Let Purple Reign in Atlanta" campaign materials and fan gear

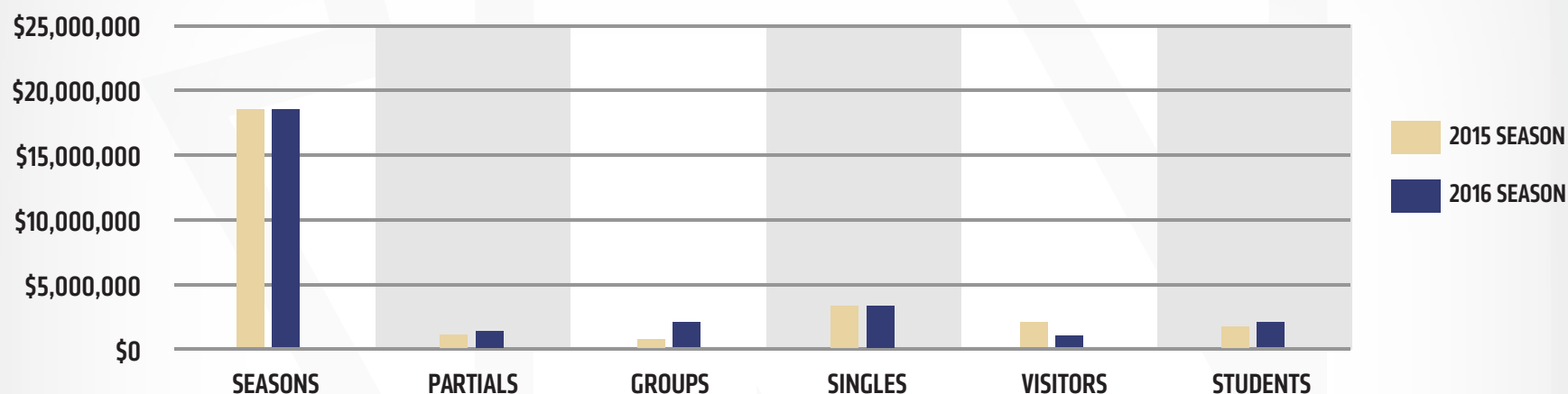


## SEASON TICKET SALES



SEASON	SALES	TREND	SEASON	SALES	TREND
2007	43,516	+918	2012	41,193	-1,038
2008	43,497	-19	2013	46,978	+5,785
2009	40,600	-2,897	2014	44,051	-2,927
2010	44,602	+4,002	2015	39,821	-4,230
2011	42,231	-2,371	2016	40,324	+503

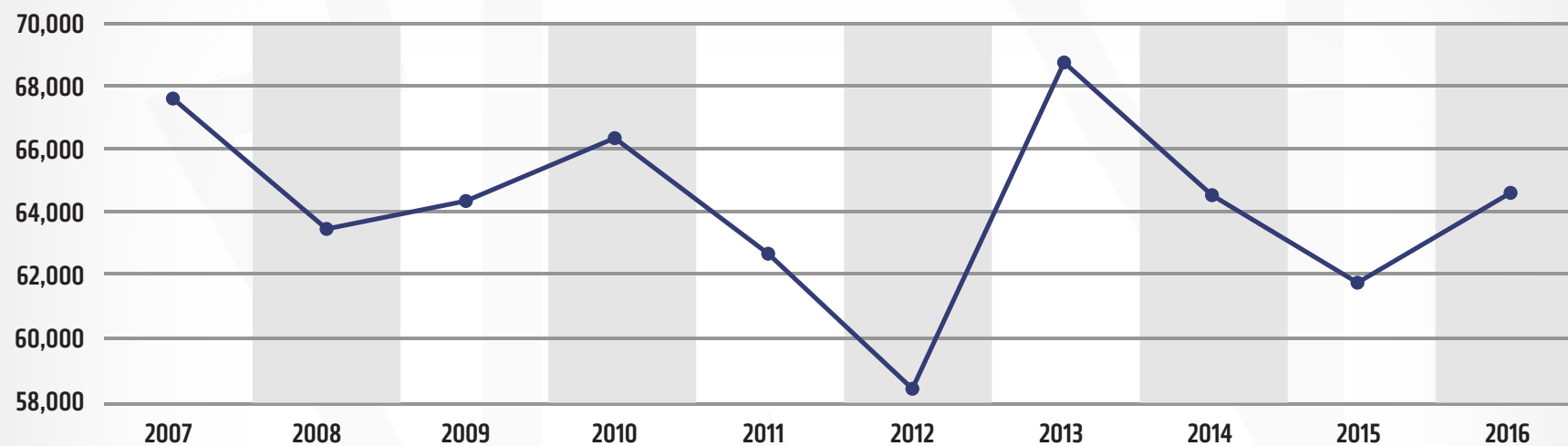
## REVENUE BY PRODUCT



REVENUE BY PRODUCT			
	2015	2016	DIFFERENCE
SEASON TICKETS	\$18,761,308	\$18,810,424	\$49,116
PARTIAL PLANS	\$578,840	\$933,717	\$354,877
GROUPS	\$230,680	\$1,189,308	\$958,628
SINGLE-GAME TICKETS	\$3,062,537	\$3,079,101	\$16,564
VISITORS	\$1,019,530	\$492,710	-\$526,820
STUDENTS	\$775,740	\$962,257	\$186,517
<b>TOTAL</b>	<b>\$22,633,365</b>	<b>\$24,012,550</b>	<b>\$1,379,185</b>

- The biggest area of increase – group tickets – was boosted by a renewed effort on promo codes and targeted digital offers. More than 17,500 total group tickets were sold in 2016, an increase of 13,233.
- We sold 40,324 total season tickets in 2016 – an increase of 503 – and sold 3,249 to new accounts. As of June 1, we have renewed better than 96% of seats and surpassed last season's total season ticket revenue.
- Through May, more than 4,000 seats have been sold to new accounts.

## YEARLY AVERAGE ATTENDANCE



SEASON	ATTENDANCE	TREND
2007	67,732	+10,249
2008	63,640	-4,092
2009	64,356	+716
2010	66,264	+1,908
2011	62,531	-3,733

SEASON	ATTENDANCE	TREND
2012	58,617	-3,914
2013	68,769	+10,152
2014	64,508	-4,261
2015	61,919	-2,589
2016	64,589	+2,670



## 2016 ATTENDANCE ANALYSIS

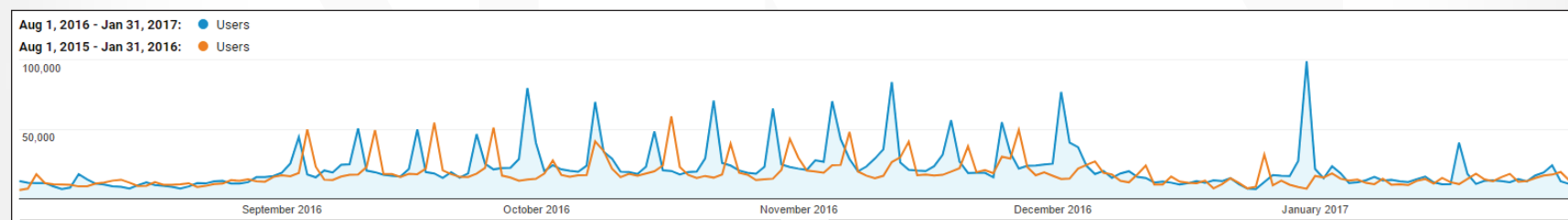
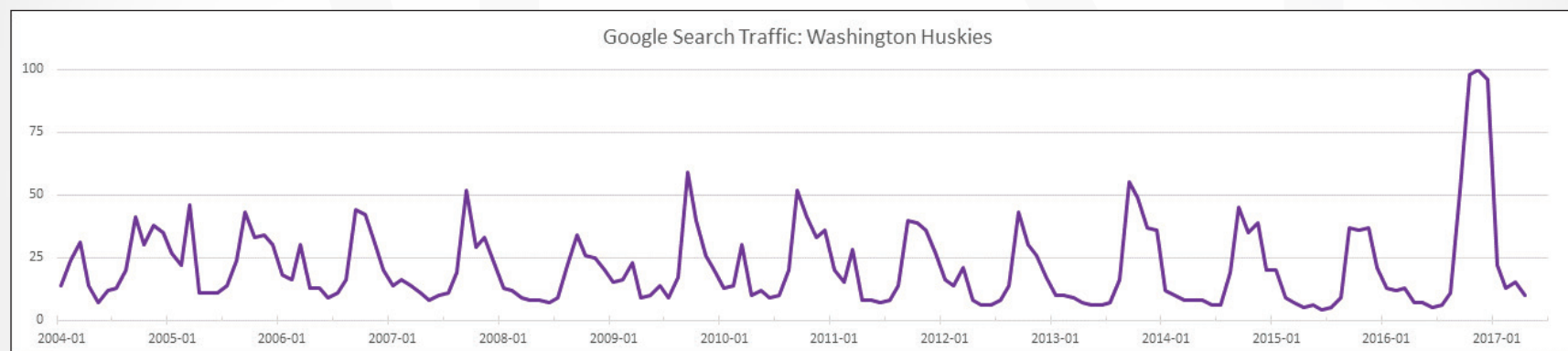
	2015		2016		DIFF.	GROWTH
	OPPONENT	ATT.	OPPONENT	ATT.		
Biggest Crowd	Washington State	70,438	USC	72,364	1,926	3%
	Oregon	69,285	Stanford	72,027	2,742	4%
	Utah	61,420	Oregon State	65,796	4,376	7%
	Cal	61,066	Arizona State	65,467	4,401	7%
	Utah State	59,464	Idaho	60,678	1,214	2%
	Arizona	56,749	Rutgers	58,640	1,891	3%
Smallest Crowd	Sacramento State	55,010	Portland State	57,151	2,141	4%
	<b>TOTAL</b>	<b>433,432</b>	<b>TOTAL</b>	<b>452,123</b>	<b>18,691</b>	<b>4%</b>
	AVERAGE	61,919	AVERAGE	64,589	2,670	

- Attendance increased by 2,670 fans/game in 2016, reversing a two-year slide since the reopening of Husky Stadium.
- The 2016 season featured two sellout games (STAN, and USC), the two largest crowds since Husky Stadium's 2013 re-opening.
- With an accelerated sales calendar, added excitement plus a schedule featuring historical rivals, Oregon and Washington State, plus a fifth Pac-12 home game, we are poised for additional gains in the coming year.

2016 HOME ATTENDANCE		
DATE	OPPONENT	ATT.
SEPT. 3	RUTGERS	58,640
SEPT. 10	IDAHO	60,678
SEPT. 17	PORTLAND ST.	57,151
SEPT. 30	STANFORD	72,027
OCT. 22	OREGON ST.	65,796
NOV. 12	USC	72,364
NOV. 19	ARIZONA ST.	65,467
AVERAGE:		64,589

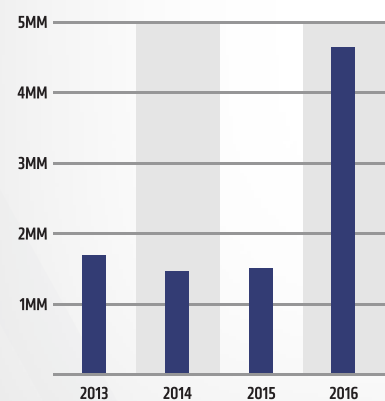
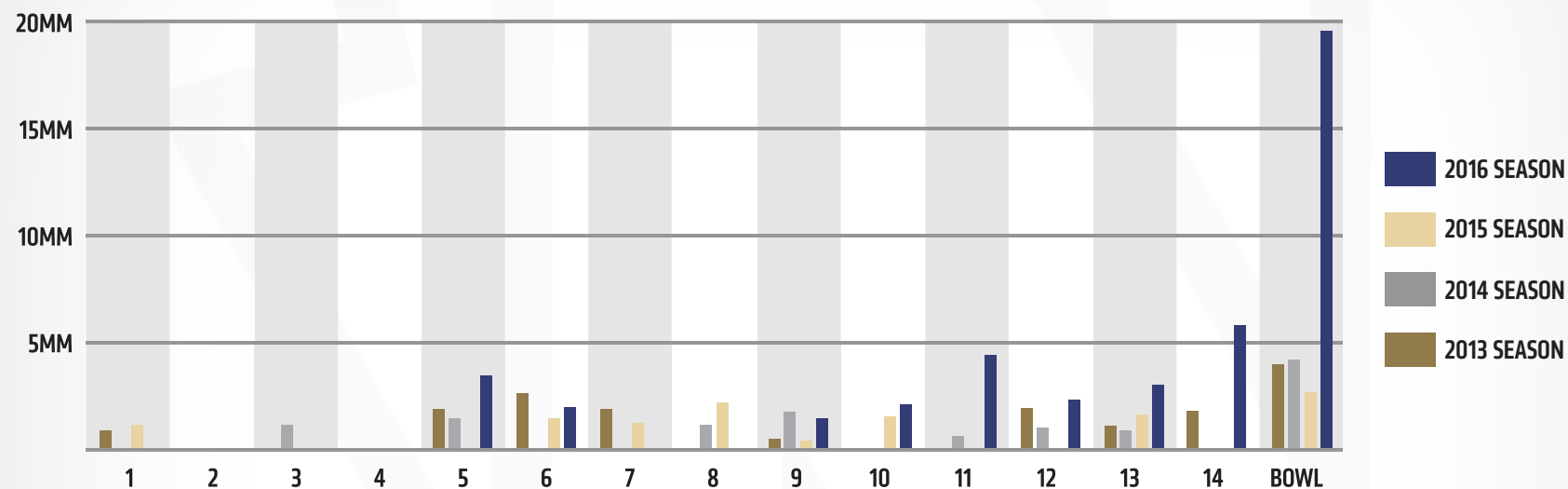
STADIUM SELLOUTS (POST RENO.)		
SEASON	OPPONENT	ATT.
2016	USC	72,364
2016	Stanford	72,027
2013	Boise State	71,963
2013	Oregon	71,833
2013	Washington State	71,753

## BRAND GROWTH



	2015 SEASON	2016 SEASON	GROWTH
SESSIONS	3,867,917	4,747,246	23%
USERS	2,000,959	2,505,965	25%
PAGEVIEWS	9,100,619	11,269,565	24%

## TV VIEWERSHIP



SEASON	AVG. VIEWERS PER GAME (MM)
2013	1.712
2014	1.474
2015	1.484
2016	4.763

## 2016 PERFORMANCE AGAINST SALES GOALS

SEASON TICKETS	GOAL	ACTUAL	DIFFERENCE
TOTAL SEASON TICKET REVENUE	\$18,500,000	\$18,810,424	\$310,424
SEASON TICKETS RENEWED	92%	92%	-
NEW SEASON TICKET SALES	1,400	3,249	1,849

### PARTIAL PLANS

TOTAL PARTIAL PLANS SOLD	2,061	3,224	1,163
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### SINGLE-GAME TICKETS

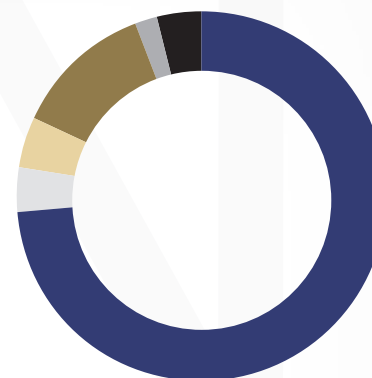
TOTAL SINGLE-GAME TICKETS SOLD	32,380	33,996	1,616
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### GROUP TICKETS

TOTAL GROUP TICKET SALES	6,757	17,589	10,832
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### STUDENTS

DAWG PACK SEASON TICKETS	7,400	7,399	(1)
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### 2016 FOOTBALL REVENUE BY PRODUCT

SEASON TICKETS	\$18,810,424	(77%)
PARTIAL PLANS	\$933,717	(3%)
GROUPS	\$1,189,308	(4%)
SINGLE-GAME TICKETS	\$3,079,101	(12%)
VISITORS	\$492,710	(1%)
STUDENTS	\$962,257	(3%)
<b>TOTAL</b>	<b>\$24,012,550</b>	

## KEY LEARNINGS

- Need to create measurable goals for each objective
- Campaign launch date is powerful - need to amplify
- Creative synergy with football staffing was efficient and successful
- Synchronization between external units - particularly Marketing, Ticket Sales and Digital - is critical
- There is an opportunity to gather more editorial content, which will support attendance and revenue generation mechanisms, at the “carwash” day prior to the season’s start



## **APPENDIX**

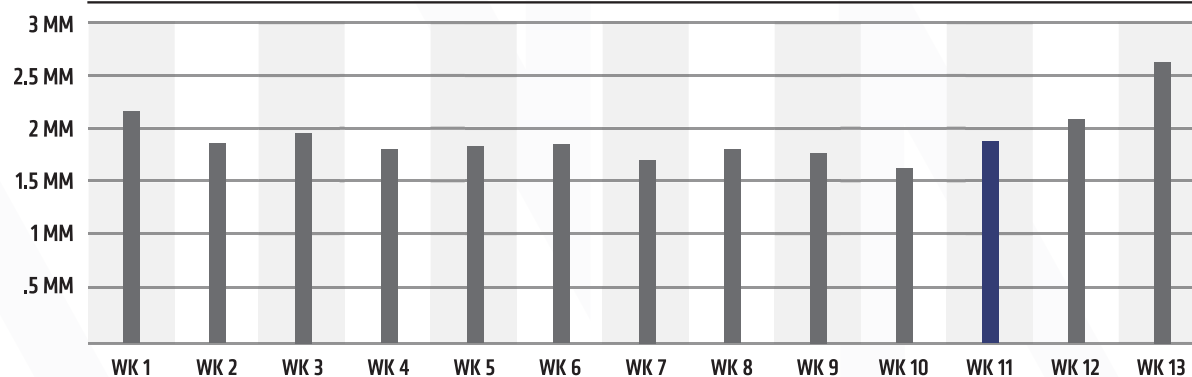
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## ESPN COLLEGE GAMEDAY



- Saturday, Nov. 12, 2016
- Red Square
- 1.87M national viewers
- Starbucks and Alaska Airlines activations prior to set opening

2016 ESPN COLLEGE GAMEDAY VIEWERSHIP



WEEK	LOCATION	VIEWERS (MM)
13	COLUMBUS, OH	2.614
1	LAMBEAU FIELD	2.147
12	KALAMAZOO, MI	2.082
3	LOUISVILLE, KY	1.957
<b>11</b>	<b>SEATTLE, WA</b>	<b>1.87</b>
2	BRISTOL MOTOR SPEEDWAY	1.86
6	COLLEGE STATION, TX	1.846
5	CLEMSON, SC	1.828
8	TUSCALOOSA, AL	1.813
4	KNOXVILLE, TN	1.8
9	SALT LAKE CITY, UT	1.772
7	MADISON, WI	1.706
10	BATON ROUGE, LA	1.623



# GAME 1 • SAT., SEPT. 3, 2016 • No. 14 HUSKIES vs. RUTGERS (W, 48-13)

R



## GAME OVERVIEW

KICKOFF TIME	11:02 a.m.
TEMPERATURE	58 degrees
WIND	light
WEATHER	overcast
ATTENDANCE	58,640
SHOW RATE	78%
TV	Pac-12 Networks
UNIFORMS	Heritage (gold/purple/gold)

## GAME PROMOTIONS

GAME THEME	Opening Day
GAME SPONSOR	n/a
FAN GIVEAWAYS	----

## SALES PROMOTIONS

SPECIAL OFFERS	First responders
CHEAPEST TICKET	\$49



## RUN OF SHOW

PREGAME	----
Q1	Dawg Pack Challenge Contest
Q2	UW Dance Team Performance
HALFTIME	Husky Band Show
Q3	KOMO's Name That Tune / Chevron Car Race
HUSKY LEGEND	Lou Gellermann (public address 1937-2016)
Q4	Fan of the Game Recognition





# GAME 2 • SAT., SEPT. 10, 2016 • No. 8 HUSKIES vs. IDAHO (w, 59-14)



## GAME OVERVIEW

KICKOFF TIME	2:07 p.m.
TEMPERATURE	71 degrees
WIND	none
WEATHER	clear
ATTENDANCE	60,678
SHOW RATE	82%
TV	Pac-12 Networks
UNIFORMS	Heritage (gold/purple/gold)

## GAME PROMOTIONS

GAME THEME	Band Day
GAME SPONSOR	n/a
FAN GIVEAWAYS	----

## SALES PROMOTIONS

SPECIAL OFFERS	Band Day parents
CHEAPEST TICKET	\$39



## RUN OF SHOW

PREGAME	----
Q1	Presidential Laureates & Gates Service Awards Recognitions
Q2	UW Dance Team Performance
HALFTIME	Husky Band Show featuring high school bands
Q3	KOMO's Name That Tune / Chevron Car Race
HUSKY LEGEND	Bo Cornell (linebacker 1966-'70)
Q4	Fan of the Game Recognition



# GAME 3 • SAT., SEPT. 17, 2016 • No. 8 HUSKIES vs. PORTLAND ST. (W, 41-3)



## GAME OVERVIEW

KICKOFF TIME	5:07 p.m.
TEMPERATURE	65 degrees
WIND	10 mph SSW
WEATHER	cloudy
ATTENDANCE	57,151
SHOW RATE	74%
TV	Pac-12 Networks
UNIFORMS	Heritage (gold/purple/gold)

## GAME PROMOTIONS

GAME THEME	Cheer Day
GAME SPONSOR	n/a
FAN GIVEAWAYS	----

## SALES PROMOTIONS

SPECIAL OFFERS	Yoga day
CHEAPEST TICKET	\$39



## RUN OF SHOW

PREGAME	----
Q1	Dawg Pack Challenge
Q2	UW Dance Team Performance
HALFTIME	Husky Band Show featuring high school cheerleaders
Q3	KOMO's Name That Tune / Chevron Car Race
HUSKY LEGEND	Bruce Jarvis (center 1966-'70)
Q4	Fan of the Game Recognition





# GAME 4 • FRI., SEPT. 30, 2016 • No. 10 HUSKIES vs. No. 7 STANFORD (w, 44-6)



## GAME OVERVIEW

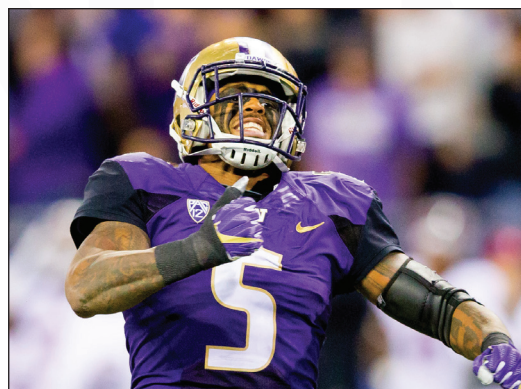
KICKOFF TIME	6:02 p.m.
TEMPERATURE	64 degrees
WIND	3 mph E
WEATHER	clear
ATTENDANCE	72,027
SHOW RATE	90%
TV	ESPN
UNIFORMS	Heritage (gold/purple/gold)

## GAME PROMOTIONS

GAME THEME	25th Anniversary of 1991 team
GAME SPONSOR	AirVan
FAN GIVEAWAYS	Dawg Pack T-Shirts AK Air Husky Sunglasses 1991 Team Commemorative Poster

## SALES PROMOTIONS

SPECIAL OFFERS	Fac/Staff, AAA members, First-Year parents
CHEAPEST TICKET	\$89



## RUN OF SHOW

PREGAME	1991 Team & Trophy in The Zone
Q1	WGOLF National Championship Recognition
Q2	----
HALFTIME	1991 Team Tribute from Band Video Tribute to 1991 Team Trophy Presentation to 1991 Team
Q3	KOMO's Name That Tune / Chevron Car Race
HUSKY LEGEND	Carol James & Family
Q4	Fan of the Game Recognition



# GAME 5 • SAT., OCT. 22, 2016 • No. 5 HUSKIES vs. OREGON ST. (W, 41-17)



## GAME OVERVIEW

KICKOFF TIME	3:09 p.m.
TEMPERATURE	63 degrees
WIND	light
WEATHER	sunny
ATTENDANCE	65,796
SHOW RATE	89%
TV	Pac-12 Networks
UNIFORMS	Heritage (gold/purple/gold)

## GAME PROMOTIONS

GAME THEME	Homecoming
GAME SPONSOR	n/a
FAN GIVEAWAYS	Rally Towels

## SALES PROMOTIONS

SPECIAL OFFERS	Parent's Day
	Teacher Appreciation
	UW Faculty & Staff Offer
CHEAPEST TICKET	\$69



## RUN OF SHOW

PREGAME	Former Student-Athlete Blanket Parade
	UWAA President (Clyde Walker) Directs Band
Q1	Homecoming Court Pres
	Distinguished Teaching Award pres
	UW Campaign General co-chairs pres
Q2	Husky Hall of Fame pres
HALFTIME	Husky Band Classic TV tribute
Q3	WBB Final 4 pres
HUSKY LEGEND	Randy Hart (asst. coach 1988 - 2008)
Q4	Fan of the Game Recognition



# GAME 6 • SAT., NOV. 12, 2016 • No. 4 HUSKIES vs. No. 20 USC (I, 13-26)



## GAME OVERVIEW

KICKOFF TIME	4:36 p.m.
TEMPERATURE	56 degrees
WIND	15 mph SSW
WEATHER	mostly cloudy
ATTENDANCE	72,364
SHOW RATE	91%
TV	FOX
UNIFORMS (black patriotic/black/black)	

## GAME PROMOTIONS

GAME THEME	Salute to Service
GAME SPONSOR	BECU
FAN GIVEAWAYS	Dawg Pack Rally Towels (5k)
	Dawg Pack S2S Shirts (5k)
	UW BECU Beanies (7k)

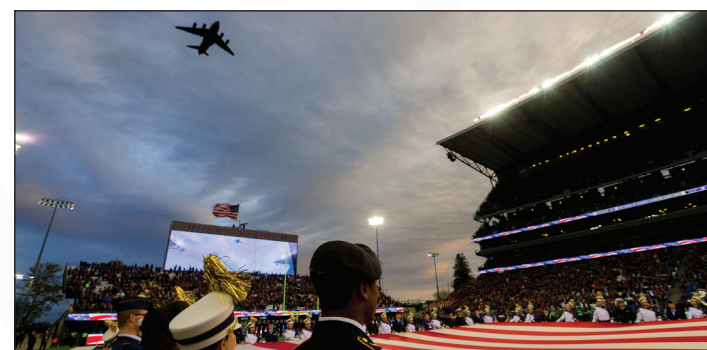
## SALES PROMOTIONS

SPECIAL OFFERS	Military Discounts
	BECU promo offer
CHEAPEST TICKET	\$85



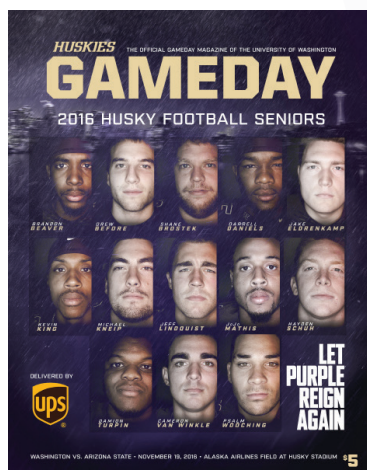
## RUN OF SHOW

PREGAME	Anthem performed by JBLM band
	Military Flyover during anthem
Q1	Orrico Award presentation
	Distinguished Alumni Veteran Award presentation
	Travis Morgado presentation
	Husky Olympian recognition
Q2	----
HALFTIME	Pearl Harbor Anniversary Tribute
Q3	KOMO's Name That Tune / Chevron Car Race
HUSKY LEGEND	Kevin Gogan (tackle 1983-'87)
Q4	----





# GAME 7 • SAT., NOV. 19, 2016 • No. 6 HUSKIES vs. ARIZONA ST. (W, 44-18)



## GAME OVERVIEW

KICKOFF TIME	4:40 p.m.
TEMPERATURE	54 degrees
WIND	5 mph N
WEATHER	mostly cloudy
ATTENDANCE	65,467
SHOW RATE	85%
TV	FOX
UNIFORMS	Heritage (gold/purple/gold)

## GAME PROMOTIONS

GAME THEME	Fan Appreciation
GAME SPONSOR	UPS
FAN GIVEAWAYS	Starbucks Mugs (40k)

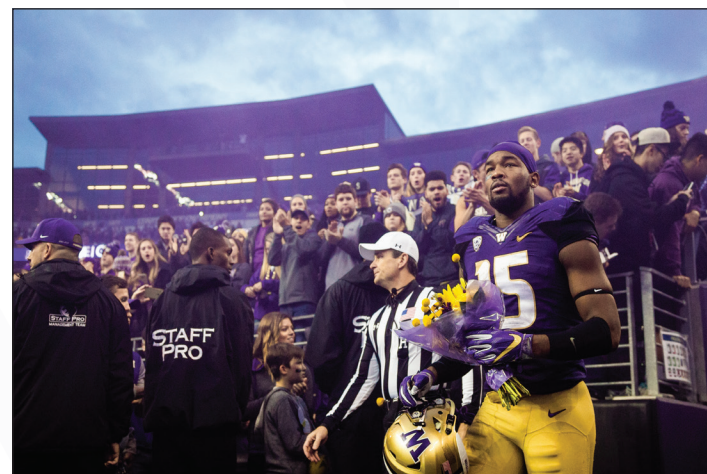
## SALES PROMOTIONS

SPECIAL OFFERS	Community Groups
	Youth Football
CHEAPEST TICKET	\$61



## RUN OF SHOW

PREGAME	Senior Day Recognition
Q1	Cohn Award presentation
Q2	----
HALFTIME	Anniversaries Show
	Youth football passing & kicking exhibition
Q3	KOMO's Name That Tune / Chevron Car Race
HUSKY LEGEND	Mark Lee (cornerback 1976-'79)
Q4	----



**THANK YOU**