



66 George Street 843-953-7774 www.cofc.sports.com

To: Jason Kepner
From: Ashley White, Public Relations Director of Athletics
Date: Feb. 17, 2012
RE: Sand Volleyball Promotion

Dear Mr. Kepner,

I know that the first game of the season for Sand Volleyball is a few weeks away. My team and I have come up with a variety of ideas to put this new sport on the map! I have listed all of the ideas below:

- Volleyball team to hand out Leis wrapped in invitations to the Luau
- Luau will be a block party, we will shut down George Street for 3 hours to host the event
- Start promoting the party and game on our FaceBook and Twitter accounts as soon as Feb 24th
- Luau the night before the 1st game getting the student body excited about the new sport (we will talk with Jim and Nicks about sponsoring the event)
- The men's basketball team will not only go around campus and promote for the new sport but a 30 second promo will be shot (by cougar student media) to inform the student body as well as community about the new sport here at the college
- Cougar Media will be filming at all games and streaming the coverage online for those who may not be able to attend all games
- Shuttles will meet students in front of Stern and transpiration will be available for all games
- Cougar Media will also give updates from the game on the radio station as well
- During intermission games will be in place to get the crowd involved with chances to win prizes