

LOULU AGENCY

11 Corinne St., Charleston, SC 29403 843.661.7934 louluagency.com

Proposal
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Allie Horne
Loulu Agency
PR Director
704.661.7933
horne.allie@gmail.com

Dear Mr. Michner,

As a representative of Loulu Agency I would like to suggest some activities, special events, and ideas that you might be interested in to help promote the women's soccer team. It has come to my attention that there are more ways to get the student body and media involved.

I would strongly suggest teaming up with one or a few of the restaurants in Charleston for promotional giveaways. Kickin Chicken, Jimmy Johns, Yo Burrito and D'Allesandros are good examples of restaurants to contact. FreshBerry is a frozen yogurt store that could also provide promotional discounts.

As far as getting more students to attend games there is a need for more promotion. Students need to be better educated about when and where games are. There also needs to be more incentive for students to attend games. Here are some fun ideas on how to get students involved:

- Door hangers for dorms indicating the next big game and how to purchase tickets.
- Sorority and Fraternity attendance competitions at games. One winning Sorority and one winning Fraternity receive discount coupons to Kickin Chicken.
- Free shuttle bus systems to transport students to the soccer stadium.
- If the women's soccer team gets 3 goals hold a raffle drawing during the game. The winner gets \$75 to Kickin Chicken.
- At the end of the season conduct a raffle drawing with only the winners from the previous raffles to win a free TV.
- The first 50 people to enter the stadium get FreshBerry discount coupons, free soccer t-shirts and soccer cozies.
- Hold cookouts before games for the student body.
- Get as many other sports teams to attend, that way fans of other sports will be drawn to soccer as well.