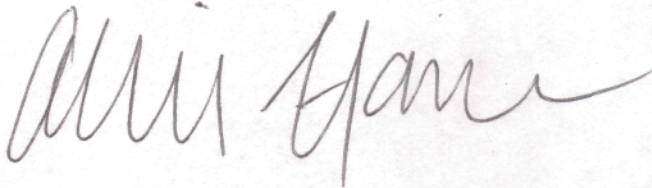


There should also be more promotions to get the attention of local media. Here are some new ideas on how to involve the media:

- Contact local radio stations and pitch an idea for them to broadcast their show live from a soccer game.
- Create a Facebook and Twitter account to update fans on game times and places, fun facts about team members, video clips and photos of games, and game day promotions.
- Update videos on YouTube as a visual reference to the media and fans
- Team up with local radio stations to give away free concert tickets to one randomly selected audience member.
- Have the soccer team participate in a local community service project and inform the media.
- Have the team come up with a flash mob dance to perform in the middle of Cougar Mall in the middle of class change. Have local news stations come out to cover the event. After the flash mob dance is over have people selling tickets to the next game at 10-15 percent off.

With these ideas as a starting point the College of Charleston women's soccer team should generate more fans and more media coverage. By educating the media and student body in new and interesting ways you will be able to draw in more attention. I hope these ideas have shown you what our agency can do to help promote your team. Thank you for your time.

Sincerely,

A handwritten signature in black ink that reads "Allie Horne". The signature is written in a cursive, flowing style.

Allie Horne