



# case study: wyoming beverage PASS PUNT KICK

FOOTBALL



**WHO:** Wyoming Beverage

**WHAT:** Pass Punt Kick

**WHERE:** University of Wyoming, Laramie

**OBJECTIVE:** Raise Spectator Counts

**RESULTS:** 110% Increase in Attendance



When Wyoming Beverage, a division of Admiral Beverage Corporation, an independent bottler of brand name sodas like A&W Root Beer, Dr. Pepper, Mountain Dew, Pepsi and 7-Up, wanted a fan-attracting way to sponsor the University of Wyoming Cowboys, they gave Odds On Promotions a call.

### The Problem

Kevin Lempka, VP of Sales for Wyoming Beverage, had a client with a problem. "As you probably know Wyoming is fairly rural and fall weather can be pretty chilly (try 20 degrees or more below zero). By NCAA mandate, the University of Wyoming was at risk of losing Division I status if football game attendance didn't reach an average of 15,000 spectators per game," explained Lempka.

In order to address the problem the University developed the Project 20K Committee, a diverse group of non-profit organizations, University staff and businesses. The goal: drive an average of 20,000 attendees per game.

Project 20K's marketing team needed a promotion that would bring attention to the cause and give Wyoming residents a big incentive to watch games at War Memorial Stadium. But Lempka brought his A-game... a Pass, Punt and Kick promotion from Odds On.

### \$20,000 Pepsi Wyoming Gridiron Skills Challenge

Prior to each of 6 key home games, the University's promotions team threw tee-shirts into the crowd. One shirt read, "You Have Won" – indicating which contestant would get a chance to test

their football skills on field. After being selected, contestants worked their way downfield from the back of the end zone by making a pass towards the opposite goal line then punting from the location where the pass landed; finishing with a kick through the goal post for the big prize, paid for by Odds On Promotions.

### It's In the Can

While the \$20,000 Pepsi Wyoming Gridiron Skills Challenge received great media exposure and was supported with a strong television and radio campaign, Pepsi and Wyoming Beverage really went the distance with this promotion placing both the promotion and the Project 20K message right on the side of 1.2 million cans of soda. And, to keep Pepsi and ticket sales at center field, folks could get \$5 off when they brought a can of Pepsi to the game.

### More Than Double!

Attendance skyrocketed. While the prior year attendance had been running at 9000-10,000, this year attendance has been running at nearly 20,000, achieving the goal that Project 20K was designed to address.

### A \$20,000 Winner & Increased Sales

But this promotion, which had already captured the media's attention, really gave everyone something to talk about when Trenton Bowers became "Rich Man On Campus" after passing, punting and kicking his way to \$20,000, paid for by Odds On.

And, what is Lempka's cheer this year? "Pepsi sales are up. Way up!"



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