**Screech Team 2016**

**Description**

As a member of the Bowling Green State University Athletic Department Internship Program, you will be expected to implement the following Screech Team Programs. Screech Team members are the ambassadors who will not hesitate to share their passion for Falcon Athletics. You will work office hours as well as athletic events. You will be expected to show an ability to work in a fast-paced, dynamic environment. The following are past and present activities and responsibilities of Screech Team members:

\*Please note, anything with a question mark may/may not be followed for the upcoming year

**Responsibilities:**

* Create and implement new and innovative branding opportunities for the Falcon athletics
* Organize and execute plans for giveaways, promotional items and marketing materials as necessary
* Organize and execute plans for game day promotions/marketing
* Implement in-game promotions
* Pre-game/half time/post-game activities and promotions
* Advertising and creating buzz on campus about current and upcoming events
* Design flyers
* Distribute marketing materials around campus, and the Bowling Green area
* Act as a liaison for Bowling Green Athletics at campus events to promote athletic contests and department programs and initiatives
* Conduct brief surveys at athletic events to gauge fan interest and satisfaction (?)
* Write on boards in classrooms on the day of an event to increase awareness (?)
* Chalk the sidewalks (?)

**Promotions on campus**

* + Union Table on Campus
    - Table Presence in Union/Oval
    - Main way of promoting upcoming events/activities
    - Way to display give-a-ways/Prizes
  + Falcon Fridays
    - Presence at Falcon Friday to promote all events on campus
    - Give-a-ways/fliers
  + Utilize prize wheel (?)
    - Put in different prizes on a wheel and let students spin the wheel and see what they win, in order to spin they must follow/tweet at us on social media
  + Golf cart to drive around (!/?)
    - This will allow for transportation so we can get to more students faster
    - Another way to help spread the word/give away prizes
  + Riding on buses (?)
    - Have a member(s) of the Screech Team ride on the shuttle buses around campus promoting events and giving away items to people who are attending the games
    - Station team members at bus stops to give away

**On-Field Promotional Activities/Ideas for implementation**

* + Football
    - Get two or three players to help promote
      * This way students can see the athletes face to face and another way to help get people to games.
    - FG Contest
    - Punt, Kick, Pass Contest
    - T-Shirt CANNON/Guns
    - Open to new ideas
  + Basketball
    - 30 Second Challenge
      * Layup, FT, 3PT, Half-Court Shot
      * Half-Court Shot for a Prize
      * Coordinate Contestants
    - Game of Knock-out/PIG
      * Halftime Promo.
    - Firing Squad (?)
      * Game of Around the World except everyone shoots at the same time
    - T-Shirt Toss/Cannon
  + Hockey
    - Chuck-a-Puck
      * Selling Foam Pucks to Fans to toss on the ice
    - On-Ice Shoot and Score! (Win free voucher for food)
      * In-Game Promo for students that would be done to win a prize
      * One Lucky student gets a chance to shoot a puck into the net/slots
    - Hockey stick ring toss (???)
      * A way to enhance game day experience but at hockey with this helmet with a stick on top and rings to try and make around the stick.
  + Soccer
    - Juggling contest against a player (?)
      * Takes place in union and see what student can juggle more times than a soccer player and if you succeed then you get a prize.
    - On-Field Dizzy PK Challenge (?)
      * Contestant Spins around multiple times and tries to score on a player in the goal
    - On-Field PK Challenge
    - T-Shirt Toss/Cannon
  + Volleyball
    - Volley Contest (?)
      * Have students pair up and see who can volley a ball back and forth the longest
    - Partner Serve and Catch Contest
      * Serve ball, Partner tries to catch in the cart
    - T-shirt Toss
  + Gymnastics
    - Ball on Balance Beam
      * Kids try to roll a ball across the balance beam, furthest roller wins
    - T-Shirt Toss
  + Baseball
    - T-Shirt Toss
    - HR Derby (?)
    - Guess the Speed Challenge (?)
  + Softball
    - T-Shirt toss
    - HR Derby (?)
  + Swimming
    - Organized Relay Race
    - Biggest/Smallest Splash Contest (?)
  + Track
    - New Ideas
  + Tennis
    - New Ideas