

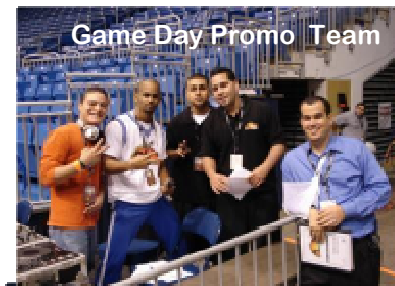
CASE STUDIES:

# Game Day Promotions - 2007 Puerto Rico Tip-Off

**Situation** In November 2007, ESPN and SMG joined forces with the Puerto Rico Tourism Company to celebrate in Puerto Rico the O'Reilly Auto Parts Puerto Rico Tip-Off. This event is an annual event that brings to Puerto Rico NCAA Division I basketball teams to compete in a pre-season tournament. All games were aired on ESPN U and ESPN2. The Puerto Rico Tourism Company as the main local sponsor approached 7 Sports Productions to produce and activate their sponsorship during the event.



**Solution** 7 Sports Productions, Inc. produced and developed an integrated in game entertainment promotions program that included MC participations, DJ sound, and fan interaction in a festive environment. This included an array of new and exciting game promotions including Big Wheel and RC Cars races, Kids Slam Dunk contests, Fan of the Game selections and the never-before-seen in Puerto Rico, the Parachute T-shirt drop.



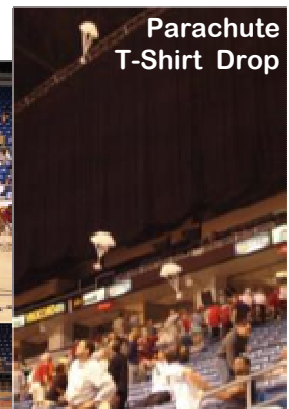
Game Day Promo Team



Kids Slam Dunk Contest



Honorary Captain



Parachute T-Shirt Drop



RC Car Race



Fan of the Game



Big Wheel Race

**Results** 7 Sports Productions delivered a high quality game promotion program that successfully integrated the objectives of the Puerto Rico Tourism Company with the goals of the Puerto Rico Tip-Off. The promotion program reinforced the different PR Tourism Co. brands within the fans attending the games.

*"Thanks very much for all of your help with the Puerto Rico Tip-Off. Everyone from the coaches to the teams and their fans had a great time. For an event that was in its first year, it was a huge success. Thanks again for your help and efforts."*

Ed Winsper - ESPN Regional Television Programming & Events

*"Thank you so much for your efforts on the tournament. Your team was great, and your getting involved was one of the best things that could have happened."* Wesley Cullen – Assistant General Manager Coliseo of Puerto Rico

**Contact:**

7 Sports Productions, Inc.  
3950 Road 176 Box 45  
Garden Valley Club  
San Juan, PR 00926

Phone: 787.345.8734  
Fax: 787.998.1400  
E-mail: rcorrada@7sportspr.com  
www.7sportspr.com

