



2009-10 Take A Kid to the Game Program Ideas

How to make your game day a success

Entering its 15th year for women's basketball and 13th year for men's basketball, the Take A Kid to the Game® program continues to be a successful way for NCAA member schools and conferences to increase their attendance and strengthen ties with their community while allowing youth the chance to attend an NCAA Basketball game.

Through the years, institutions across the country have worked to implement this program in their community, and we would like to share some of their ideas with you. Following the suggestions below can help you have a successful TAKG day.

Important Considerations

- Venue size, game attendance and the average number of children who attend your game (How many kids to expect at your game or how many children or organizations should you target)
- Game date—is this a good time for parents and students or is it around a holiday or fall break that will decrease attendance
- What youths will you be targeting (area schools, YMCA, after school programs, Big Brother/Big Sister programs, girls scouts, boy scouts, recreational basketball teams [encourage them to wear their team jerseys], CYO, kids who may have attended a sport camp at your school, alumni and faculty member's children)
- What organizations or businesses will support your TAKG day, either through donating giveaways, sponsoring game competitions and half time events, or pre-game and post-game activities
- Who will be available to volunteer and help with your TAKG day
- Take advantage of your schools ties to area businesses within the community to acclimate the TAKG program

Activities

- Autograph signing
- Lucky Seat Contest—reward free tickets to another game or the opportunity to meet your favorite student-athlete
- Half time contests (free throw contests, 3-point contests, half court shot, 3-on-3 half court games, HORSE)
- Special recognition of those attending by designating a special section where they can sit
- Sponsor (by local businesses or the school's alumni) a TAKG snack break (popcorn, hot dog, drink)
- Pre and post-game events that allow kids to participate in a variety of activities (team face painting, structured half court games, carnival games and activities)

Volunteers

- Have student-athletes, college interns, college service organizations, and college classes volunteer to pass out posters and go to visit with area elementary schools or your target audiences
- Have one person in charge of getting sponsors (for giveaways, sponsorships of half-time shows, special recognition, or a snack break)
- Have someone in charge of following up with area businesses, school alumni, and your target audience (schools, youth programs, etc.) to make sure that they don't have any questions about their involvement with the TAKG day
- Have a volunteer to be in charge of each pre-game, game, and post-game activity is a good way to delegate the work load so that each game day attraction is a success

Game Day

- Have a detailed schedule for volunteers to follow and know their tasks
- TAKG check in (get contact information for kids' club mailers or emails)
- Giveaway coordinator (hand out promotional giveaways)
- Pre-game, half-time, and post-game coordinators (to work on making sure each event is successful)
- Make PA announcements to recognize those in attendance with TAKG
- Print agenda
- TAKG Leader (to escort kids from sign-in to pre-game activities and then to their seats)

Post-game

- Thank you's to all that volunteered
- Make sure to fill out your post event survey and make comments on what could have been improved and what we can do to help you in the future
- Send out post-game press release to school and local news papers
- Submit an article to your athletic, alumni or kid's club newsletter