

# THE EXPRESS

## PROMOTIONS

- Advanced private screening at Valley River 15
  - Thursday, September 18<sup>th</sup>, at 9:00 PM
  - Invited athletic organizations from University of Oregon
  - Held RSVP seating for University of Oregon football team, women's basketball team and Office of Athletics staff
- UO vs. USC at Taylor's Bar & Grill
  - Saturday, October 4<sup>th</sup>, from 3:30 PM – 8:30 PM
  - Promo booth for handout of mini-posters
  - Raffle for large footballs and movie tickets based on winning team's final score
  - Trailer looped on screen at promo booth
  - Facebook invitation sent to 1,000+ students announcing the event
- Advanced screening at Valley River 15
  - Monday, October 6<sup>th</sup>, at 7:00 PM
  - Screening was promoted in the following ways:
    - Oregon Daily Emerald sponsored the screening and ran five 2.5 x 5 B&W ads advertising the pick-up location for advance tickets, nationwide release date and film's website.
    - KWVA on-air ticket giveaway during Monday night sport show on September 29<sup>th</sup>, as well as seven other ticket giveaways throughout the week
    - Ticket giveaway at KWVA promo booth at University of Oregon volleyball game October 3<sup>rd</sup>
    - Tickets distributed to Pit Crew, Sports Marketing Club and Sports Business students
    - E-mail blast sent to Black Student Union
    - Tickets distributed at FORGETTING SARAH MARSHALL DVD screening
    - Tickets handed out on campus quad October 3<sup>rd</sup> and 6<sup>th</sup>
    - Facebook invite sent to 1,100+ people
- 88.1 KWVA On-Air Giveaways
  - Monday October 6<sup>th</sup> through 10<sup>th</sup>
  - Two large footballs given away on-air daily during sports and music broadcasts
- Max's Trivia Night
  - Large and mini footballs given away to trivia contestants
- Homecoming Parade
  - Friday, October 10<sup>th</sup> from 4:00 PM – 8:00 PM
  - Promo booth with mini-football, mini-poster, and Keg cup giveaways
  - 1,000 Fliers distributed with synopsis and local showtimes
  - Trailer looped on screen at promo booth

## PUBLICITY

- Review in Oregon Daily Emerald Oct. 9<sup>th</sup>
- Review on 88.1 KWVA Oct. 10<sup>th</sup>