

Get The Word Out About Your Campus Tournament

Publicity is an important part of getting a large field for the Campus Tournament. Here are some ways to get the word out to all students:

Word of mouth is a potent advertising force. Require each returning student from last year's team to enter a separate team in the Campus Tournament. When they start selling the game to their friends, the word spreads.

Start a Facebook or MySpace page for the tournament. Ask returning players to join it as a friend. Social networking sites are a great way to spread the news to college students.

Write a Public Service Announcement (PSA) for the campus radio and television statements. In addition to PSA's get the tournament listed on event calendars.

Check out the "Promotion Tools" tab listed under "Campus Program" on the

main College Bowl web page. Ideas and templates for making bookmarks, door hangers, table tents, and flyers are there.

Write an article on the tournament for the campus faculty/staff newsletter. Faculty and staff may be able to recommend good players for the tournament.

Set up a buzzer system at the campus activities and freshman orientation fairs. A little demonstration game play with a lockout system can create a lot of interest.

Ask the Campus bookstore or a major campus vendor to donate prizes. Even little incentives can go a big way towards generating interest in the tournament.

Done something innovative and effective to promote the tournament? Drop a line to tfm@collegebowl.com, or leave a comment on CBlog, and share it with other programs!

CBLOG: THE PLACE FOR DISCUSSING ALL THINGS CBOWL



CBlog – the College Bowl Blog – is the place to join the discussion on tournament planning, game strategies, writing practice questions, history, and any and all other College Bowl topics. To catch up on the latest, click on the CBlog tab at the top center of every page on our web site.

Tom Michael, College Bowl Program Manager, moderates CBlog. He brings a quarter century of experience in the game as a player, coach, volunteer, and regional coordinator to answer any questions.

Past topics have included: selecting the Captain, clock strategies, rule interpretations, and selecting your RCT team. Topics for 2008 will include writing practice questions, repairing lockouts, and ways to bring your program up to the next level – but the questions you ask and the topics you're interested in determine where the conversation goes.

Join in the discussion today!

www.COLLEGE BOWL.com HAS MANY RESOURCES FOR YOU



Promotional tools, question-writing templates, a self-calculating Excel scoresheet – these are just some of the resources for the campus program that can be found on the College Bowl web page! From planning your campus tournament to preparing for the NCT, there are many helpful tools at www.collegebowl.com.

Start with clicking on the Campus Program tab of the main College Bowl page.

Have only three game rooms available for a campus tournament for 12 teams? The Tournament Calculator found under "Tournament Tools" details what formats will work, and how many rounds you'll need to play.

Need to bring new volunteers up to speed? Have them take the online Rules Quiz found in the Rules Training tab under "Team Practice Tools."

Need some practice questions to get ready for Regionals? Sample Games are under the Games & Question Info tab. Once Campus Program game packets, are purchased, the most recent practice questions are accessible online.

The entire Program Kit, publicity and promotion material, question writing and practice resources – all this and more are a few clicks away. Got suggestions of things to add? Email Tom Michael at tfm@collegebowl.com or leave a comment on CBlog.

COLLEGE BOWL Q&A

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COLLEGE BOWL Q&A

Get the Word Out
with Publicity

Collegebowl.com and
Cblog : Your online
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Four Ideas for Funding Your College Bowl Program



Every program could use more money, and university budgets get tighter every year. Student activities funds and Campus Tournament entry fees provide the program with some revenue. Here are four sources of funds that many programs overlook:

1. ALUMNI

College Bowl has a 50+ year history, and hundreds of schools played in the radio and TV eras. The modern ACUI tournaments have now been held for three decades! Researching the school's history can lead to alumni who enjoyed the game decades ago, and may be willing to make a gift to help the present generation. An alumni magazine article on both the team's past and the current team can interest other alumni into donating to the good cause as well.

2. HIGH SCHOOL TOURNAMENT

Use the questions the team writes for practice to host a tournament for local high schools. These schools can't pay much – high school tournament fees are generally much less than fees for college invitational tournaments – but a twenty-team tournament can generate a few hundred dollars in total

revenue. It's also a great recruiting tool, and funds may be available from the campus recruitment office to meet all your costs, and maybe even provide a meal. Note: Official College Bowl Campus Program or Sample Game questions can NOT be used for this purpose.

3. COMMERCIAL SUPPORT

A few schools have done very well finding banks or power companies willing to donate to programs. Going after large sums usually has to be coordinated with the campus endowment office, but asking a campus bookstore to donate prizes for your Campus tournament, for instance, usually can be done by anyone. The local endowment campaign officer may be able to suggest potential sources of gifts or grants.

4. CLEAN-UP CREW

Many universities pay student organizations to help clean up after large athletic events or concerts. Circumstances vary from campus to campus, but a team of ten may be able to earn a few hundred dollars for a program for a few hours work.

Getting Started With College Bowl Is As Easy As 1-2-3

1. Order game packets for your Campus Program tournament. Place your order by September 15th to get the best prices!
2. Use the many tools on the College Bowl web site to plan, promote, and run your Campus Tournament. The College Bowl Help Desk can answer all of your questions at 1-800-234-2695 or tfm@collegebowl.com.
3. Pick an RCT team. Whether it's an all-star group or the winning team from the Campus Tournament, give them time to practice together so they can shine at Regional Competition.

With a minor investment of time and money, an enjoyable program that spans two semesters is possible! Contact College Bowl today with questions about packet orders, merchandise and how to get started with a program.

Order now for best packet discount

The Early Order Discounts expire September 15th! Order now to get the best value. New schools can get both the early order discounts and the quantity discounts for orders of 15 or 20 packets.

