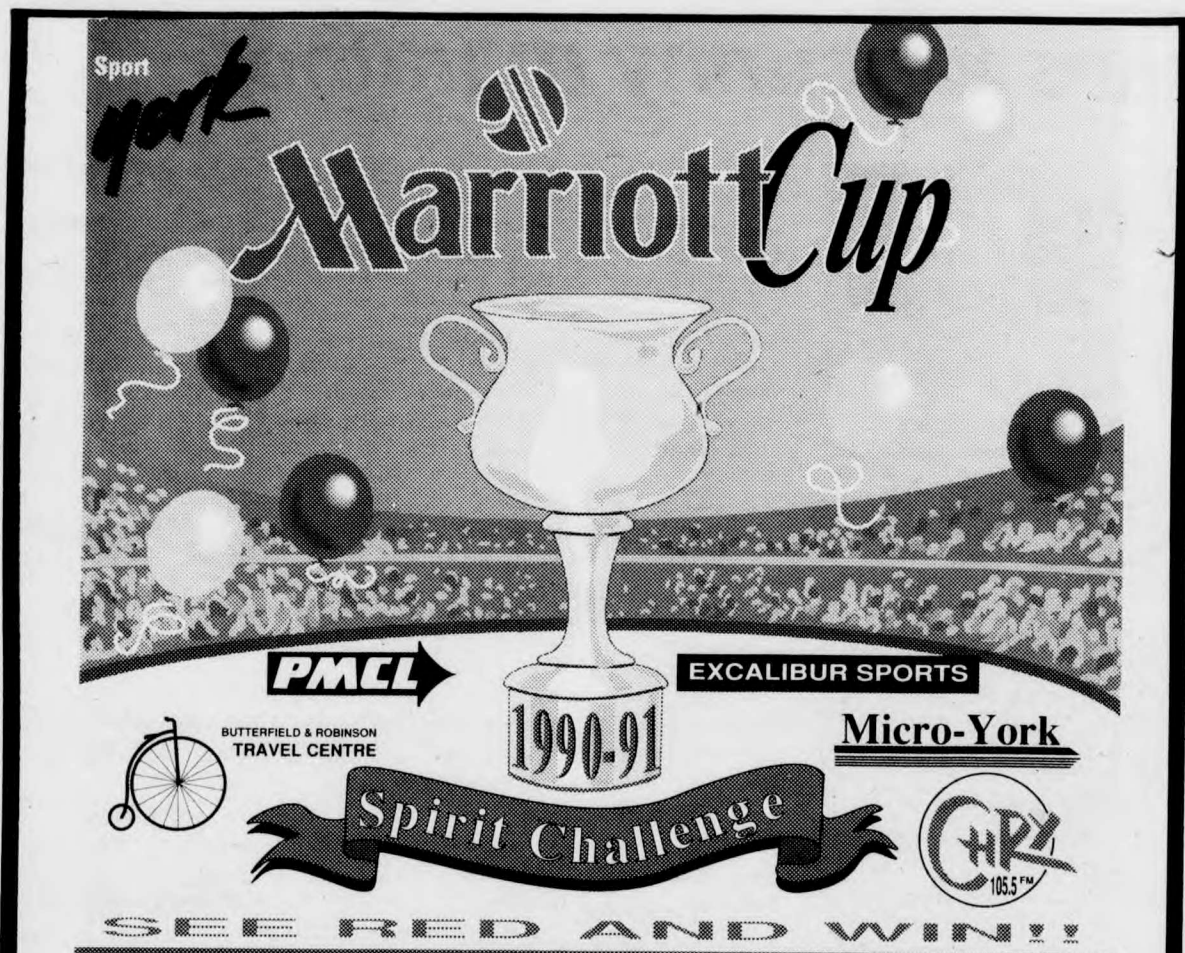


York Athletics Goes Big-Time



College Grand Prize Package

- Marriott Cup Spirit Challenge Trophy
- College Party for 100 people courtesy of Marriott
- Sharp Laptop Computer courtesy of Micro York
- Luxury Coach Bus "excursion" courtesy of PMCL
- Mystery trip giveaway courtesy of Butterfield and Robinson.

Bonus Prizes

- \$2,000 in Cash
- 10 VIP tickets to Vanier Cup football '90
- 10 VIP tickets to the CIAU hockey Nationals' final
- Spirit Challenge ticket giveaways

SEE RED AND WIN!

THE MARRIOTT CUP SPIRIT CHALLENGE CONTEST RULES:

1. To enter and be eligible to win, the contestant must be a full-time York University student with a valid York University student card and College affiliation and not an employee of the Department of Physical Education, Recreation and Athletics.
2. JUST SEE RED AND WIN! Upon admission to each of the ten MARRIOTT CUP SPIRIT CHALLENGE promotional events (excluding the Red and Blue Bowl), students must complete an official contest entry form and deposit it in the SPIRIT CHALLENGE drum.
3. From the entries completed at each SPIRIT CHALLENGE event, contestants will be chosen randomly to participate in various contests to win cash and prizes.
4. To participate, contestants must present their student identification card upon admission to the SPIRIT CHALLENGE promotional events.
5. Colleges will be awarded one point for every student present at each selected game. The College with the largest number of students in attendance will receive bonus points. Additional points will be awarded to the Colleges whose student(s) participate in the SPIRIT CHALLENGE promotional events.
6. At the completion of the MARRIOTT CUP SPIRIT CHALLENGE contest schedule, the College accumulating the greatest number of points will be declared the MARRIOTT CUP SPIRIT CHALLENGE winner and receive the MARRIOTT CUP trophy, along with a selection of prizes.
7. Grand prizes to the winning College will include, a party for 100 students from Marriott valued at \$2,500, a Sharp laptop computer valued at \$2,000 courtesy of Micro York, mystery trip giveaway courtesy of Butterfield & Robinson Travel, and a luxury bus excursion courtesy of PMCL valued at \$1,000.
8. Drawings for the grand prizes will be held at the York versus Queen's basketball doubleheader on Sunday February 10, 1991.
9. Bonus prizes at selected events include over \$2,000 in cash, SPIRIT CHALLENGE ticket giveaways worth \$1,000, 10 VIP tickets to the Vanier Cup football Championship game valued at \$100, and 10 VIP tickets to the CIAU Nationals' hockey Championship game valued at \$100.
10. Selected entrants must first correctly answer a time-limited skill testing question and sign a standard release form confirming compliance with contest rules and the acceptance of prizes as awarded.

MARRIOTT CUP SPIRIT CHALLENGE SCHEDULE: 1990-91

Sat. Sept. 15	Yeomen Football vs Windsor
Thurs. Oct. 4	Yeomen Football vs Toronto
Sat. Oct. 13	Yeomen Football vs Laurier
Sat. Oct. 27	Yeomen Football vs Western
Thurs. Nov. 15	Yeomen Hockey vs Toronto
Tues. Nov. 27	York Volleyball vs Toronto
Tues. Jan. 15	York Basketball vs Toronto
Fri. Feb. 1	Yeomen Hockey vs UQTR
Fri. Feb. 8	York Volleyball vs Ottawa, Queen's
Sat. Feb. 9	Yeomen Hockey vs Queen's
	York Volleyball vs Carleton, RMC
Sun. Feb. 10	York Basketball vs Queen's

PROMOTIONAL EVENTS

Tug of War
College Banner Contest
Tug of War
Tug of War
Dash for Cash
Serve to Score
Dash for Cash
Buck a Puck
Serve to Score
Buck a Puck
Serve to Score
Challenge Finale

Promo campaign aims to showcase York's Varsity athletes

by Riccardo Sala

After years of slogging on the sidelines, York's varsity athletes are ready to take a well-deserved spot at the centre of York's student population.

The "vehicle" for this transformation is the Marriott Cup Spirit Challenge.

In simple terms, the Cup seeks to draw York students to paid-admission varsity games. The sports involved are Yeomen football, hockey, men's and women's basketball and men's and women's volleyball. Points are awarded to colleges based on attendance. The college which has the most points at the end of the Challenge is awarded prizes.

Ten varsity events, all paid admission sports, have been chosen as games at which points will be awarded for attendance. An eleventh event is the prize-giving ceremony. As well, emphasis has been put on audience participation through contests such as "Buck-a-puck" and college tug-of-war-competitions that will happen at the games.

Rob Martellacci, York's Athletic Events Officer, is the person who helped spearhead the campaign.

"We certainly want to promote student spirit and enhance the quality of student life in the York community," Martellacci said, explaining the Marriott Cup Spirit Challenge.

"Through the Spirit Challenge we believe that we are providing students with the opportunity to participate in events that are fun and most importantly non-alcoholic."

This last point is important. In accordance with this philosophy, Molsons Breweries was this year dropped as a sponsor for York-related athletic events.

Martellacci was clearly enthusiastic about the Challenge as he outlined how this groundbreaking promotions programme finally took flight. "Based on a study that we introduced last March to determine the awareness level of sports at York, it was decided that we needed a season-long promotional campaign," he explained.

This campaign, which would later become the Spirit Challenge, evolved through an informal group known as the marketing committee. Gone are the days when Martellacci singlehandedly (well, with the help of York's mascot Yeoy), tried to spread the message of York sports throughout the campus.

This marketing committee is made up of many of the top names in York Varsity Sports. Mike Dinning, Director of Athletics and Recreation, is the market-

ing chair. Men's athletic coordinator and Yeoman volleyball coach Wally Dyba is there, as is his counterpart for Women's athletics, Mary Lyons. Vickie Croley, Sports information officer, Yeomen football coach Tom Arnott and Yeomen hockey coach Graham Wise round out the roster. Steve Dranitsaris is the department's executive officer.

Together, this "marketing committee was the organ that put Rob's ideas into action," Mike Dinning explained. The Challenge Cup "is a well conceived idea to upgrade the image of athletics at York University," he added.

"The colleges (including Glendon) have been very supportive, and hopefully if the students come out and see the games they will want to return to others," said Dinning.

Complementing the Marriott Cup Spirit Challenge is the more extensive "See Red" campaign. Again, a Martellacci idea made possible through the collective muscle of the marketing committee, the "See Red" slogan is simple and catchy. It both sums up

student participation (red is York's teams' colour) and the pursuit of York's varsity teams for glory.

The "See Red" campaign will make extensive use of several thousand free tickets distributed to all the colleges. "The first game's on us" goes the slogan, and it includes a holder with a

ticket inside for a York home game.

"Through the Spirit Challenge we will reinforce the "See Red" campaign," Martellacci said.

The Marriott Cup Spirit Challenge provides a focal point for the "See Red" campaign and provides the continuity and consistency needed from a marketing standpoint.

Martellacci points out that the "See Red" campaign and the accompanying Spirit Challenge are promotions on a scale that has rarely been equaled in Canada. For the "See Red" slogan he enlisted the help of Scott Thornley, the creator of the Hamilton Tiger Cats "Feed the Cats" publicity programme.

Perhaps the most telling aspect of both the "See Red" and the Marriott Cup Spirit Challenge is that they are needed at all. For a varsity sports programme that has chalked up the victories that it has, York student athletes are notoriously anonymous. Hopefully this promotion will help fill the stands and give York's varsity athletes the recognition they deserve.

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