

AZTEC POOL PARTY

PROMOTIONAL GIVEAWAY

SDSU BOARD SHORTS



PROMOTIONAL GIVEAWAY

SDSU STRAW HAT



GAMEDAY ACTIVATIONS



POSSIBLE FAN ENGAGEMENTS

Set up a branded photo wall that has the SDSU logo and Aztec pool party logos. Have palm trees on the side and the blue ripple water background. People can hold props such as pool noodles, beach balls, and the Aztec water polo ball

Have a DJ play when the gates open between 1-2. Plays summer music ex. house music, pop songs, etc.

Have a relay race at halftime with a few fans for a prize. Give the fans pool floaties to wear to make it more challenging and fun

Have Blenders eyewear sponsor the event. This goes hand in hand with the summer pool party theme. They can also have a table nearby that people can check out

AZTEC POOL PARTY



SCRIPT ELEMENTS

POSSIBLE SCRIPT ELEMENTS

"And that's an Aztec goal! Welcome to the Splash Zone!"

"Let's check out the Blenders Eyewear fan cam and see those sunglasses!"

(Right before kickoff) "Aztec fans, are you ready for the pool party? Let me hear you!"

"We're one quarter down, but don't cool off now! We've got plenty more action to come!"

VIDEO BOARD ELEMENTS



POSSIBLE ELEMENTS

Have a filter that goes around and gets put on people's faces. This filter could be crazy sunglasses sponsored by Blenders

Have a hashtag people can use when they take photos at the game that will get shared to the video board. The hashtag can be something like #AztecPoolParty, #AztecSplashZone

Have a fan cam that goes around and highlights people who are dressed the most in theme for the game

Whenever a goal is scored, something like SDSU Splash Zone can pop up on the screen with sounds and an animation to celebrate the goal

WELCOME TO THE



SPLASH ZONE.

THANK YOU

GARRETT MESSNER