

2018-19 PURDUE MEN'S BASKETBALL PROMOTIONAL SCHEDULE

- Dec. 6** vs. Maryland* - Big Ten Home Opener
- Dec. 20** vs. Ohio* - Boilermaker Kids Club Game
- Dec. 29** vs. Belmont* - Boilermaker Kids Club Game
- Jan. 3** vs. Iowa* - Throwback Thursday
- Jan. 15** vs. Rutgers* - Tickets Start at \$25
- Jan. 19** vs. Indiana - Boilermaker Blackout
- Jan. 27** vs. Michigan State - T-Shirt Game
- Feb. 3** vs. Minnesota* - Super Bowl Sunday
- Feb. 9** vs. Nebraska* - Hammer Down Cancer Game
- Feb. 16** vs. Penn State* - E'Twaun Moore Bobblehead Giveaway
- Feb. 27** vs. Illinois* - Tickets Start at \$25
- Mar. 2** vs. Ohio State* - Senior Day

COMPLIMENTARY TICKETS STILL AVAILABLE

As of Nov. 27, we still have tickets available for several of Purdue's home men's and women's basketball games. The games available are denoted above by an asterisk. We ask that you request no more than two per game, but you may request more than one game. Keep in mind that a limited number of tickets are available for each game and it is possible that not all requests will be met. You may request tickets from Jim Vrugink via email at jvrugink@purdue.edu and he will add you to the list and make arrangements for you to receive the tickets before the game.

2018-19 PURDUE WOMEN'S BASKETBALL PROMOTIONAL SCHEDULE

- Dec. 9** vs. Loyola* – Holiday Bash
- Dec. 16** vs. South Carolina* – Pack Mackey
- Dec. 19** vs. Albany* – Education Day
- Dec. 21** vs. Bradley* – Day for the Ages
- Dec. 28** vs. Ohio State* – Special Olympics Day
- Jan. 5** vs. Michigan – Girl Scouts Day
- Jan. 10** vs. Iowa* - Greek Challenge Kickoff
- Jan. 20** vs. Indiana - #BeatIU Blackout
- Jan. 31** vs. Nebraska* – BMOC Night
- Feb. 7** vs. Illinois* – Faculty/Staff Appreciation
- Feb. 14** vs. Minnesota* – Valentine's Day Bash
- Feb. 17** vs. Northwestern* – Beat Cancer Pinkout
- Feb. 25** vs. Maryland* – Greek Challenge Finale

150th ANNIVERSARY CORPORATE SPONSORSHIP OPPORTUNITIES

Purdue University's sesquicentennial celebration is in full swing, and there are many ways for Purdue's valued partners to be involved. If you are interested in learning more about these opportunities, please visit purdue.edu/giantleaps. #TakeGiantLeaps with Purdue as we celebrate 150 years of accomplishments and contributions to knowledge by our own students and alumni.

@REPPURDUE DECEMBER/JANUARY
SOCIAL MEDIA CALENDAR

We will highlight Purdue licensed product for each of these campaigns as promotions and giveaway items to our followers.

If you have questions or would like to donate product for any of these campaigns, please email Rachel Gerdes at gerdesr@purdue.edu. To be included in a giveaway, product must be mailed to the Purdue University Office of Trademarks and Licensing one week prior to the listed date.

- December 2** – National Mutt Day – We will be promoting Purdue dog products, accompanied by a giveaway.
- December 4** – National Sock Day – We will be promoting Purdue socks and holding a sock giveaway.
- December 5** - #FreeHatWednesday – Every Wednesday, @RepPurdue does a “Free Hat Wednesday” giveaway where Twitter users can follow and retweet for a chance to win a free cap.
- December 12** - #FreeHatWednesday
- December 15** – Last day of finals! Today we will be promoting Purdue Christmas product.
- December 19** - #FreeHatWednesday
- December 21** – National Ugly Christmas Sweater Day – We will be asking our followers to share pictures of their ugly Christmas sweaters to be entered for a chance to win a giveaway item. We will also be promoting Purdue ugly Christmas sweaters, if available.
- December 26** - #FreeHatWednesday
- January 2** - #FreeHatWednesday
- January 4** – National Trivia Day – We will be asking a series of Purdue trivia questions to Twitter users for a chance to win a prize for a correct answer.
- January 7** – First day of spring semester – We will be promoting cold weather Purdue gear, such as hoodies, coats, scarves, etc.
- January 9** - #FreeHatWednesday
- January 15** – National Hat Day – We will be promoting Purdue hats, including baseball caps and knit hats.
- January 16** - #FreeHatWednesday
- January 19/20** – Men’s and Women’s Basketball vs. IU (Blackout) – We will be promoting “Only the Strong Wear Black” t-shirts and men’s and women’s basketball merchandise.
- January 23** - #FreeHatWednesday
- January 30** - #FreeHatWednesday

HOLIDAY T&L OFFICE CLOSURE

The Trademarks & Licensing office will be closed December 24, 2018 through January 2, 2019 for the Winter Break. Erika will be available to approve artwork and answer questions. Erika can be reached at 615-631-9523 during the break and will also be checking email regularly.

**2019 SPORTS LICENSING AND
TAILGATE SHOW**

Erika Austin will be attending the Sports Licensing and Tailgate Show in Las Vegas, January 22-24. If you are attending and would like to schedule a meeting with Erika, please let her know by email at elaustin@purdue.edu.