

2018-**19 PURDUE MEN'S BASKETBALL**
PROMOTIONAL SCHEDULE

- 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

2018-**19 PURDUE WOMEN'S BASKETBALL**
PROMOTIONAL SCHEDULE

- 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*

***Complimentary tickets are still available. Contact Jim Vruggink for details.**

@REPPURDUE FEBRUARY SOCIAL MEDIA CALENDAR

We will highlight Purdue licensed product for each of the below 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.

February 6 - #FreeHatWednesday - Every Wednesday, @RepPurdue holds a “Free Hat Wednesday” giveaway where Twitter users can follow and retweet for a chance to win a free cap.

February 9 – Men’s Basketball vs. Nebraska – Hammer Down Cancer Game – We will be promoting Hammer Down Cancer product.

February 10 – National Umbrella Day – We will be promoting Purdue umbrellas.

February 11 – National White Shirt Day – We will be promoting white Purdue shirts and t-shirts.

February 13 - #FreeHatWednesday

February 14 – Valentine’s Day

February 20 - #FreeHatWednesday

February 20 – National Love Your Pet Day – We will be asking followers to tweet us pictures of their pets for a chance to win various Purdue pet items.

February 25 – National Chocolate Covered Nut Day – We will be promoting chocolate covered nuts from Virginia Diner.

February 27 - #FreeHatWednesday

February 27 – National Retro Day – We will be promoting Purdue retro product.

2019 SPRING FOOTBALL GAME DATE ANNOUNCED

The 2019 Purdue spring football game will be held on Saturday, April 6. The time has not been determined. To find more information as it becomes available, please visit purduesports.com.

BIG TEN PRODUCT

As the Big Ten Tournaments for both men’s and women’s basketball near, please remember that you must obtain a Big Ten license to product containing the Big Ten logo and Big Ten Tournament logo. Please contact Brad Coley at bcoley@learfieldlicensing.com for more information on obtaining such a license.