

# Promotions keep fans in the game

By **TIM THORSEN**  
Sports Editor

This year a simple trip to Frank McGuire Arena has become much more than an excursion to watch the Gamecocks or the Lady Gamecocks play basketball against some of the toughest competition around.

Thanks to the hard work of the people in USC's sports marketing department, various sponsors have been brought in to turn a night at the ballgame into a chance to win an assortment of cash and prizes.

After researching similar operations, a schedule of halftime con-

tests and games has been set up, using the most successful programs employed by colleges and universities across the country.

Along with giving the fans more for their money, the programs are designed to get USC students more involved in the games.

Local sponsors, such as Bi-Lo, WNOK Radio, Longhorn Steaks, Mauro's Pizza and USAir, have committed to providing contests for the fans in attendance.

The fans who made it to the men's game with Auburn had a chance to win one of three free pairs of shoes. As with most contests, the participants were those

who bought programs which were signed beforehand by Gamecock Head Coach Steve Newton.

From there, the participants each attempted to pop a balloon by filling it with air from a bicycle pump. The first three to pop their balloons won the shoes.

For this Saturday's men's game with Kentucky, Bi-Lo will sponsor buggy races for shopping coupons.

The contests are not confined to the men's games, though. At every women's home basketball game, Spaghetti Warehouse gives away a free dinner for four. The next contest is Jan. 27 when the ladies take on East Tennessee State University.

## 1993 GAMECOCK BASKETBALL PROMOTIONS

Jan. 23.	Kentucky	BI-LO - BI-LO Buggy Races to give away shopping coupons for BI-LO
Jan. 27	Georgia	Longhorn Steaks - Longhorn will sponsor contest to give away free dinners and other Longhorn prizes
Feb. 6	Clemson	USAir - Paper Airplane Toss to give away 2 plane tickets to New York WOLO TV - WOLO to bring in a co-sponsor to conduct a give away promotion of some kind
Feb. 10	Tennessee	Pepsi - "Crawl for Pepsi" contest to give away Pepsi products and prizes
Feb. 24	Florida	BI-LO - BI-LO Buggy Races to give away shopping coupons from BI-LO
Mar. 6	Vanderbilt	WOLO TV - WOLO to bring in a co-sponsor to conduct a give away promotion of some kind

## SPRING INTRAMURAL SPORTS

Registration is in room 102 of the Sol Blatt P.E. Center

ACTIVITY	ENTRIES OPEN	ENTRIES CLOSE	PLAY BEGINS
Racquetball Doubles	Monday, 1/8	Thursday, 1/21	Monday, 1/25
Team Racquetball	Monday, 1/8	Thursday, 1/21	Monday, 1/25
2, on 2 Basketball	Monday, 1/25	Thursday, 1/28	Sunday, 1/31
Badminton	Monday, 1/25	Thursday, 1/28	Saturday, 1/30
Floor Hockey	Monday, 2/1	Thursday, 2/4	Sunday, 2/7
Bowling	Monday, 2/8	Thursday, 2/11	TBA
Team Bowling	Monday, 2/8	Thursday, 2/11	TBA
Softball	Monday, 2/8	Thursday, 2/11	Sunday, 2/14
Wallyball	Monday, 2/15	Thursday, 2/18	Monday, 2/22
Swim Meet	Monday, 2/15	Thursday, 2/18	TBA
Tennis Doubles	Monday, 2/15	Thursday, 2/18	Monday, 2/22
Indoor Soccer	Monday, 3/1	Thursday, 3/4	Monday, 3/15
Ultimate Frisbee	Monday, 3/15	Thursday, 3/18	Monday, 3/22
Track Meet	Monday, 3/15	Thursday, 3/18	TBA

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## Fraternity Rush

- |                 |                  |                     |
|-----------------|------------------|---------------------|
| Alpha Phi Alpha | Kappa Alpha Psi  | Pi Kappa Alpha      |
| Alpha Tau Omega | Kappa Sigma      | Pi Kappa Phi        |
| Beta Theta Pi   | Lambda Chi Alpha | Sigma Alpha Epsilon |
| Chi Psi         | Phi Beta Sigma   | Sigma Chi           |
| Delta Tau Delta | Phi Delta Theta  | Sigma Phi Epsilon   |
| Delta Upsilon   | Phi Kappa Psi    | Tau Kappa Epsilon   |
| Kappa Alpha     |                  | Zeta Beta Tau       |

### Open Rush - McBryde Quad

Monday (Jan. 18) 8-11 pm & Tuesday (Jan. 19) 8-10 pm

### Closed Rush

Wednesday (Jan. 20) & Thursday (Jan. 21) 8-10 pm

For more information, please contact the Fraternity Council Office at 777-5059 or 777-5780.

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