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**PRESS RELEASE - For Immediate Release**

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February 10, 2023 - The Ashwaubenon DECA chapter has implemented a new initiative this year to promote marketing while creating a fun atmosphere at some home sporting events at Ashwaubenon High School. Juniors, Lily Urbaneck and Lexi Volk, have designed a seven-month sports marketing campaign entitled “*Pump Up the Jags*”, which has included fun halftime and quarter activities at football games and crowd involvement events during halftime of the boys basketball games. Most events have included a local sponsor who provided a prize or a game that got the student/fan section involved. In addition, the DECA chapter had some special events: A Miracle Minute to support the Wounded Warrior Foundation, a raffle for four Packers tickets, and a MacBook giveaway.

The DECA students had the opportunity to learn and apply event management skills, marketing, coordination of activities between the school, community, and students, and sponsor relations. They were so pleased that the local business community provided such strong support of this project. In total, Urbaneck and Volk implemented 22 sports marketing events that aligned with 16 different businesses.

Lexi and Lily will be sharing their efforts from the “Pump Up the Jags” sports marketing campaign at the DECA State Career Development Conference, where their campaign, a twenty page marketing paper, and their presentation will be shared with business and marketing professionals.

Below are the events that were implemented for the football season:

Football Season

Activity	Sponsor	Description of Event
Football Game #1 Guess the Pepperoni	Marco’s Pizza	At halftime, the project leaders had two student volunteers come down on the track in front of the student section. The participants had five seconds to look at the pizza and try to guess how

		<p>many pepperonis were on the pizza. The person who was the closest to the answer got the pepperoni pizza and coupon</p>
<p><i>Football Game</i> <i>Collaboration with Southwest DECA</i> Blow up Costume Race</p>	<p>Ashwaubenon DECA and Southwest DECA</p>	<p>Four students (two from Southwest and two from Ashwaubenon) volunteered to partake in a 200 meter race wearing blow up Halloween costumes. They started in front of the AHS student section and finished in front of the Southwest student section and the winner was the person who broke the tape first. Their prize was a goody basket provided by AHS DECA and \$20 cash provided by Southwest DECA</p>
<p><i>Football Game #2</i> Pup Cup Race</p>	<p>Scooters Coffee</p>	<p>Four student volunteers were each given three cups full of whipped cream. They had to drink their three cups the fastest and whoever won got a free drink coupon from Scooters</p>
<p>Miracle Minute</p>	<p>All proceeds went to the Wounded Warriors United of Wisconsin</p>	<p>23 DECA students helped with the Miracle Minute. At halftime, the announcer informed the crowd that all the money would go to the Wounded Warriors United of Wisconsin. In that minute, they received \$698 which was amazing considering this was the first Miracle Minute the AHS DECA chapter had ever run.</p>
<p>Dress Like a Firefighter</p>	<p>Ashwaubenon Public Safety and Mission BBQ</p>	<p>Ashwaubenon Public Safety generously provided two firefighter uniforms for this event along with the free sandwich coupon that was donated from Mission BBQ. Two students had to race down the track and put on every part of the firefighter uniform</p>
<p><i>Football Game #3</i> Best Dressed</p>	<p>Ashwaubenon DECA - Provided goody baskets to the two winners</p>	<p>Lexi and Lily went through the AHS student section during the game and picked out two students who they believed showed the most school spirit. They had to pick the students before halftime so that they could get the names to the announcer so they could retrieve their prize at halftime.</p>

Football Toss	Scott's Subs	Two student volunteers had to try and throw a football through a hula hoop that was down the track. Whoever made the football through the hoop won a free sub coupon from Scott's Subs.
<i>Football Game #4</i> Make a Cake	Cupcake Couture	Four student volunteers were each given a spoon and a hardboiled egg. Their goal was to race down the track with the egg on their spoon to win a dozen cupcakes from Cupcake Couture. There was one rule, if they dropped their egg at any point, they had to go back to the start.

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End Of Press Release

Photos attached: Pump\_Up\_The\_Jags\_1.jpg (Caption: Front Row Left to Right: Isaac Malvitz and Dane Steiner; Back Row Left to Right: Lily Urbanek, Jack Vandeyacht, and Lexi Volk)

Pump\_Up\_The\_Jags\_2.jpg (Caption Left to Right: Ayden Vang, Lexi Volk, Lily Urbanek, Caden Bartelme)

Pump\_Up\_The\_Jags\_3.jpg (Caption Left to Right: Lily Urbanek and Lexi Volk)