

# WEAR YOUR COLORS

FRIDAY, SEPTEMBER 3



[COLLEGECOLORSDAY.COM](http://COLLEGECOLORSDAY.COM)  
[FACEBOOK.COM/COLLEGECOLORSDAY](https://FACEBOOK.COM/COLLEGECOLORSDAY)



CAMPUS ACTIVATION	POSSIBLE ENTRIES	ENTRIES EARNED
<b>1. Have your president/administration declare College Colors Day for your entire campus.</b>		
• Includes all faculty, staff, and students	2	___2___
• Includes all alumni	3	___3___
<i>Yes emails sent to campus and alumni attached.</i>		
<b>2. Have your director declare College Colors Day in your department/building.</b>		
<i>Yes, email received by all UK Athletics Staff</i>	1	___1___
<b>3. Publicize College Colors Day to your campus community.</b>		
• Notice in student paper <i>See attached</i>	1	___1___
• Notice in faculty paper	1	___1___
• <i>Press Release by UKNOW, online newsletter</i>		
• Notice posted on main campus website <i>Article on UKNOW picked up by uky.edu</i> <i>See attached</i>	2	___2___
• Notice posted on athletic or alumni website <i>See attached</i>	2	___2___
• Email blast sent to campus <i>See attached</i>	2	___2___
• Email blast sent to alumni <i>See attached</i>	2	___2___
• Email blast sent to athletic donors or ticket holders	2	___2___
<i>Also posted on UK Athletics Facebook page as an event- 180,000+ fans</i>		
<i>University of Kentucky Twitter Account: 3,966 Followers</i>		
<i>UK Athletics Twitter Account: 12,745 Followers</i>		
<i>Joker Phillips Twitter Account: 14,873 Followers</i>		
<i>John Calipari Twitter Account: 1, 114,655 Followers</i>		
<u><i>Total Social Media Reach: 1,326,000+</i></u>		
• Distribute signs/posters around campus <i>Yes, photos attached.</i>	2	___2___
<b>4. Distribute a press release to area media about College Colors Day and how your institution is supporting it.</b>		
<i>Yes, campus event covered by local TV station</i>	2	___2___



5. Host a campus event to support College Colors Day (pep rally, tailgate party, social, etc.). 3        3

*College Colors Day rally in front of UK Bookstore included DJ, band, cheerleaders, mascot, handed out posters and free hot dogs to anyone wearing UK gear.*

6. Have your campus continue the spirit of College Colors Day by instituting a “Spirit Fridays” campaign promoting the wearing of your colors every Friday during the academic year. 5        5

*Yes, campus instituted “See Blue, Wear Blue” Fridays with an e-mail to students and staff and a banner ad in the student paper each Friday.*

7. Bonus ENTRIES – Submit an activity not listed above that you used to support College Colors Day on your campus. 1        1

*Big Blue U is an event for all incoming freshmen. At this event, President Todd discussed College Colors Day and to wear blue each Friday.*

RETAIL ACTIVATION	POSSIBLE ENTRIES	ENTRIES EARNED
1. Distribute signage to your campus bookstore. <i>Yes, see photos attached.</i>	2	<u>  2  </u>
2. Distribute signage to area retailers. <i>Yes, see photos attached.</i>	2	<u>  2  </u>
3. Work with campus bookstore/local retailer to run a College Colors Day promotion or advertised specials for College Colors Day. <i>Yes, UK Bookstore offers Traditions T to public for student discounted price on Sept. 3<sup>rd</sup>.</i>	2	<u>  2  </u>
4. Get campus bookstore/local retailer to promote College Colors Day in local ads or on website. <i>Yes, posted on UK Bookstore facebook account.</i>	3	<u>  3  </u>



- |   |   |         |
|---|---|---------|
| 5. Get campus bookstore/local retailer to set up a College Colors Day display in the store.<br><i>Yes, displayed signage in windows and in tall upright on Store floor.</i>                                       | 2 | __2__   |
| 6. Work with the local mall to advertise College Colors Day to its merchants, shoppers, etc. through signage or events.<br><i>Distributed signage to mall retailers.</i>  | 3 | __3__   |
| 7. Coordinate a mascot appearance in a local store on College Colors Day to promote wearing your institution's colors and publicize event.<br><i>Mascot participated in College Colors Day Rally. See photos.</i> | 3 | __3__   |
| 8. Bonus ENTRIES – Submit an activity not listed above that you used to support College Colors Day with area retailers.   | 2 | __N/A__ |
- 

- | COMMUNITY ACTIVATION   | POSSIBLE ENTRIES | ENTRIES EARNED     |
|--|------------------|--------------------|
| 1. Work with local businesses to promote College Colors Day through signage, window display contest highlighting your institution, or some other community-wide spirit contest   | 4                | __N/A__            |
| 2. Contact your local or state Chamber of Commerce and ask them to promote College Colors Day to all their members via email notices encouraging member businesses to participate.<br><i>Email blast to members of the Chamber of Commerce.</i>  | 5                | __5__              |
| 3. Secure a proclamation from your government declaring September 3, 2010 College Colors Day: <ul style="list-style-type: none"> <li>• State Governor (state-wide proclamation)<br/><i>Yes, see attached.</i></li> <li>• Mayor (local town proclamation)<br/><i>Yes, see attached. Mayor officially announced this at the Football Kickoff Luncheon on July 30<sup>th</sup>. See photo.</i></li> </ul> | 5<br><br>4       | __5__<br><br>__4__ |



4. **Bonus ENTRIES – Submit an activity not listed above that you used to support College Colors Day in your community.**      3        3

*On Football Fan Day, August 7<sup>th</sup>, video boards in Commonwealth Stadium announced College Colors Day to all 14, 000 fans in attendance.*

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**DOCUMENTATION/SAMPLES** *(See pages 6-17)*

1. **Provide samples of materials distributed for publicity (flyers, press releases, etc.) to promote College Colors Day**      3        3
2. **Provide screen shots of web use of the College Colors Day logo in your campus community.**      2        2
3. **Provide press clippings or ads of any coverage of College Colors Day activities in your campus community.**      3        3
4. **Provide photos (jpegs preferred) of any activities/events you execute to promote College Colors Day.**      3        3
- 76/82

Should you need assistance on instituting these activities, please contact Tim Hawks at [thawks@clc.com](mailto:thawks@clc.com) or your CLC University Services Representative. The prize package for the most successful licensing director in promoting CCD is subject to any individual campus gift policies. Additionally, formal promotion rules and regulations will be posted on MyiCLC. Please send completed entry form and packet to Tim Hawks, The Collegiate Licensing Company, 290 Interstate North Circle, Atlanta, GA, 30039 or via email to [thawks@clc.com](mailto:thawks@clc.com).

**Submitted By:** [Jason Schlafer, Associate Athletics Director of Marketing](#)

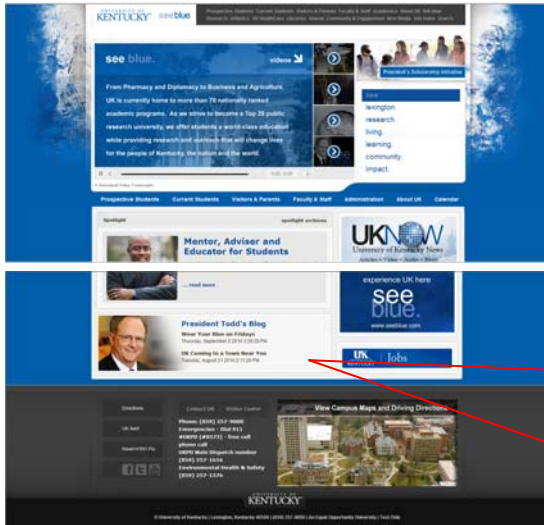
**Institution:** [The University of Kentucky](#)



## CAMPUS ACTIVATION

### 1. President Todd declares College Colors Day for entire campus.

- President Todd's Blog:



## Wear Your Blue on Fridays



**Lee Todd**  
Profile

Share This

Join me and your fellow UK fans from across the globe in sporting your blue and white this Friday - and every Friday throughout the year. College fans from across the nation will be donning their favorite team's colors on Friday, September 3, as part of College Colors Day.

This national celebration of colleges and universities blends well with our "see blue. wear blue." campaign. Each Friday throughout the school year, we are encouraging UK fans to sport their favorite Kentucky apparel.

Help me show the nation that, although there are many passionate fans across the country, only one University is home to the world's best fans. And they wear blue and white.


To learn more, visit UKNow at <http://www.uky.edu/uknow> or <http://uknow.uky.edu/node/11554>.

Images



- Alumni Email: Sent 8/27

**From:** noreply@imodules.com [mailto:noreply@imodules.com]  
**Sent:** Friday, August 27, 2010 5:19 PM  
**To:** Smith, Jillianne R  
**Subject:** PREVIEW: Governor's Cup Week in Louisville



Alumni Home

## Your Blue Connected

**Greater Louisville UK Alumni Club**  
**Governor's Cup Week in Our City**

**Monday, Aug. 30, 2010**  
**Coach Phillips' Radio Call-In Show**  
 6-7 p.m.  
**Aspen Creek Restaurant**  
 8000 Bardstown Rd.  
 (just south of the Gene Snyder Freeway in Fern Creek)

We invite you to join Coach Joker Phillips for the first ever Coach Phillips radio call-in show in Louisville. Tom Leach will host the show live at Aspen Creek. We hope you can join us as we continue to show Louisville's support of Coach Phillips and the Wildcats!

**Friday, Sept. 3, 2010**  
**College Colors Day**

Show your Big Blue Pride by participating in college Colors Day. It is no ordinary holiday. Forget the long drives, reservations, and cousins you don't know - this one's easy. Wear apparel representing your favorite college on Friday, Sept. 3, 2010. That's it. It's that easy! Throw on your favorite college gear, and be a part of one of the most spirited holidays in America.

Whether it's at the office or school, work or play, running errands or running the company - WEAR your colors wherever you are!

**Friday, Sept. 3, 2010**  
**Big Blue Pep Rally**  
**Big Blue Country**  
 426 Baxter Ave.

**Louisville, KY 40204**

Join fellow alumni and friends for a pep rally the night before the Cats take on the Cards. There will be tailgating, cornhole, live music and food and drink specials.

**Saturday, Sept. 4, 2010**  
**UK vs. U of L Tailgate Party**  
**Churchill Downs**  
**Lots 6 & 7, Outside Gate 17**  
**700 Central Ave.**  
**Louisville, KY**


Show your Big Blue Pride and be GAMEDAY READY this season! Join alumni and friends for some pregame fun as the Cats and Cards get set to square off in the Governor's Cup at Papa John's Cardinal Stadium. The UK Band and UK Cheerleaders will make a special appearance at our event.

Look for the tent in front of Gate 17 on the grounds of Churchill Downs. Parking is FREE and the event location is just a short walk from the stadium.





Cost is just \$5 for students, \$10 for members and \$15 for nonmembers and includes a BBQ lunch and sides, tea, and water. A cash bar will be available. Make your reservation at [www.ukalumni.net/tailgate](http://www.ukalumni.net/tailgate).

For additional questions, contact Jill Smith at 859-257-8906 or [jsmith@uky.edu](mailto:jsmith@uky.edu).

We hope to see YOU in BLUE cheering on the Cats in the Derby City!



Connect with the UK Alumni Association at [www.ukalumni.net](http://www.ukalumni.net) and on our social media sites. Support the President's Scholarship Initiative [click here](#). To join or renew your membership [click here](#).

University of Kentucky  
 University of Kentucky Alumni Association  
 King Alumni House  
 Lexington KY 40506  
 To change your email preferences: [click here](#)  
 If you wish to be removed from this group's mailing list: [click here](#)





## 2. Email received by UK Athletics Department and University Faculty, Staff and Students

-----Original Message-----

From: President Lee T. Todd, Jr. [mailto:President.uk@EMAIL.UKY.EDU]

Sent: Thursday, September 02, 2010 10:13 AM

To: Schwake, Nathan W

Subject: "see blue. wear blue." Every Friday

College fans from across the nation will be donning their favorite team's colors on Friday, September 3, as part of College Colors Day. I hope to see a campus covered in blue and white on Friday, as we show our collective pride for the University of Kentucky.

This national celebration of colleges and universities blends well with our "see blue. wear blue." campaign. Each Friday throughout the school year, we are encouraging our campus community to sport their favorite Kentucky apparel.

Join me in showing the entire nation that, although there are many passionate fans across the country, only one University is home to the world's best fans. And they wear blue and white.

To learn more, visit UKNow at <http://www.uky.edu/uknow> or <http://uknow.uky.edu/node/11554>.  
Go Cats!

## 3. Publicize CCD in campus community

- Ad in The Kentucky Kernel on 9/2:



**SEPTEMBER 3**  
**COLLEGE COLORS DAY**  
20 **UK** 10

FRONT: **NEED MORE BLUE?**  
BACK: **BIG BLUE NATION**

Get the only t-shirt designed and chosen by students, the Traditions T, only at the UK Bookstore. Students show your ID and get it for only \$15!\*

\*Student discount available through 09/06/10. Limit one discount per student.

Show the world you "see blue." and bleed blue on College Colors Day, Sept. 3!

**BIG BLUE PEP RALLY, 12 - 1pm**  
outside the UK Bookstore  
**FREE hotdogs (while they last!)**

**see blue.™ wear blue. every Friday.**

- **Main Campus Website and UKNOW article:**



**LEXINGTON, Ky. (Sept. 2, 2010)** – Wear blue. That’s the simple message that the University of Kentucky is embracing as it kicks off a new initiative – “see blue. wear blue. EVERY FRIDAY.” – in conjunction with national [College Colors Day](#) this Friday, Sept. 3.

Headed by [UK’s Student Government \(SGA\)](#), “see blue. wear blue. EVERY FRIDAY.” is a fun, easy way to show school spirit and support all of UK’s athletic teams.

“It’s such an awesome sight to walk into Commonwealth Stadium or Rupp Arena and see the stands full of blue,” SGA President Ryan Smith said. “We thought ‘why not start that spirit a day early’ and that’s where the idea for ‘see blue. wear blue. EVERY FRIDAY.’ came from.”

UK is kicking off ‘see blue. Fridays’ with College Colors Day. College Colors Day is an annual celebration dedicated to promoting the traditions and spirit that make the college experience great by encouraging people across America to wear apparel of their favorite college or university throughout the day.

Additionally, College Colors Day, which coincides with “back to school” and the kickoff of intercollegiate athletics, strives to advocate higher education through increased public awareness, and celebrates the achievements of colleges and universities, acknowledging their





fundamental importance.

Since its inception in 2005, College Colors Day has grown rapidly across the country. Thousands of organizations and millions of individuals participate annually by donning their team colors and sharing in the college spirit with friends and colleagues.

Kentucky Governor Steve Beshear, Lexington Mayor Jim Newberry and University of Kentucky President Lee T. Todd, Jr., have all [proclaimed](#) this Friday “College Colors Day” and fans across the Commonwealth and on campus are encouraged to wear their favorite college gear.

“This is a great opportunity for us to show the rest of the collegiate world who has the best fans around,” said UK President Lee T. Todd, Jr. “I commend Ryan Smith and his colleagues in Student Government for sponsoring this initiative, and look forward to seeing a sea of blue across campus each and every Friday this year.”



Students who need some new blue gear should stop by the [UK Bookstore](#) and check out the [2010 Traditions T](#). The Traditions T, sponsored by [the UK Alumni Association](#), is the official student section shirt of the 2010-11 season and was designed by UK sophomore Zac Adams.

“We hope that College Colors Day serves as a great launch for ‘see blue. Fridays,’” Smith said. “We also hope that not only students, but faculty, staff and fans across the state will join all of us in blue each Friday to support our Wildcats.”

### Wear blue on Fridays to class to support the Wildcats.

“[UK Athletics](#) is proud to support SGA in their initiative to deepen the bond and passion UK students and fans share around Kentucky Athletics,” Jason Schlafer, director of marketing and licensing for UK Athletics, said. “We look forward to seeing blue throughout the Commonwealth this and every Friday.”

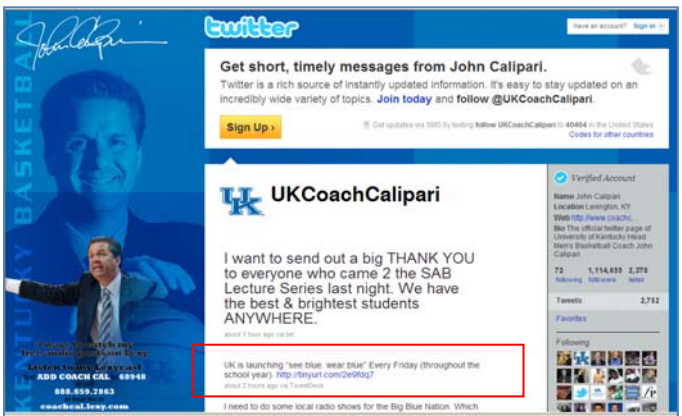
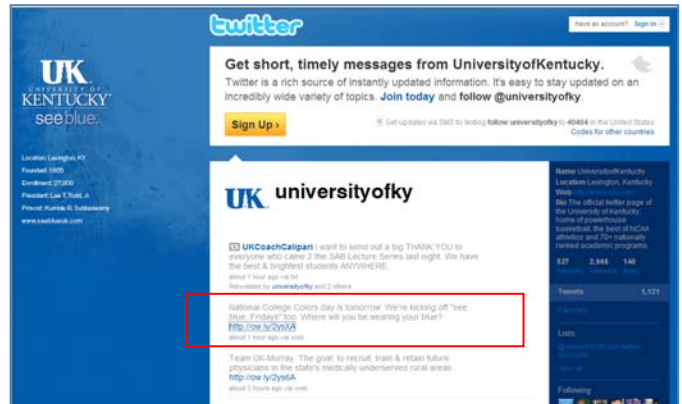
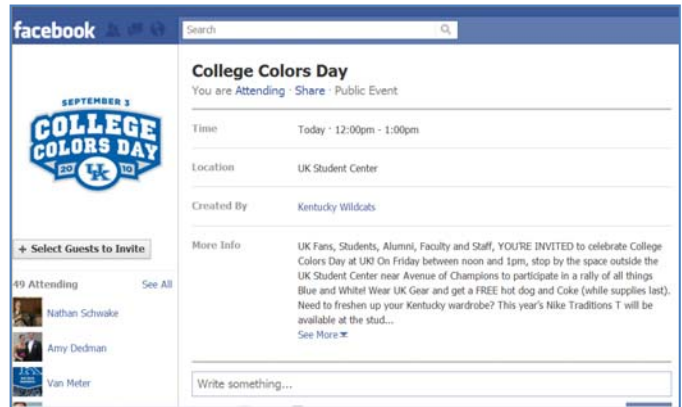
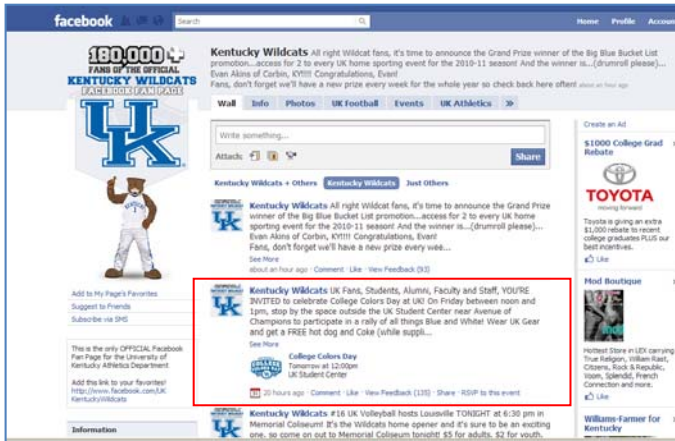
College Colors Day comes on the eve of the University of Kentucky Football Wildcats’ showdown with intrastate rivals, the University of Louisville Cardinals. The “Battle for the Governor’s Cup” is at 3:30 p.m. on Saturday, Sept. 4, with national coverage on ABC.

For a complete schedule of all UK Athletics events, visit [here](#).

- Posted on UKathletics.com



- Posted CCD messages to UK Facebook and Twitter Accounts reaching over 1 million people.

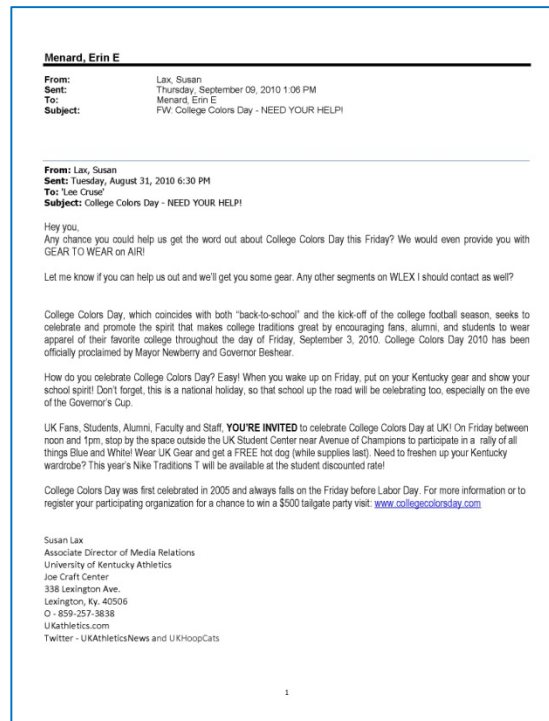


- Posted flyers around campus.



#### 4. Distribute a press release to area media about CCD and how your institution is supporting it.

- UK Media Relations sent emails like the one below to local stations.
- The College Colors Day Rally was covered by WKYT TV.





5. Host a campus event to support CCD.

- College Colors Day Rally in front of UK Bookstore.



UK College Colors Day Activation 2010





**6. Have your campus continue the spirit of CCD by instituting a “Spirit Fridays” campaign.**



**see blue.wear blue. EVERY FRIDAY.**  
Need blue? Get your official Traditions T only at the UK Bookstore.

**7. Bonus Entry: Big Blue U with the Freshman Class.**





### RETAIL ACTIVATION

1. Distribute signage to your campus bookstore.



2. Distribute signage to area retailers.



3. Bookstore advertised special: Traditions T offered at the student discount rate for Sept. 3<sup>rd</sup>.



SEPTEMBER 3  
**COLLEGE COLORS DAY**  
2010

Show the world you "see blue."  
and bleed blue on  
College Colors Day, Sept. 3!

**BIG BLUE PEP RALLY, 12 - 1pm**  
outside the UK Bookstore  
**FREE hotdogs (while they last!)**

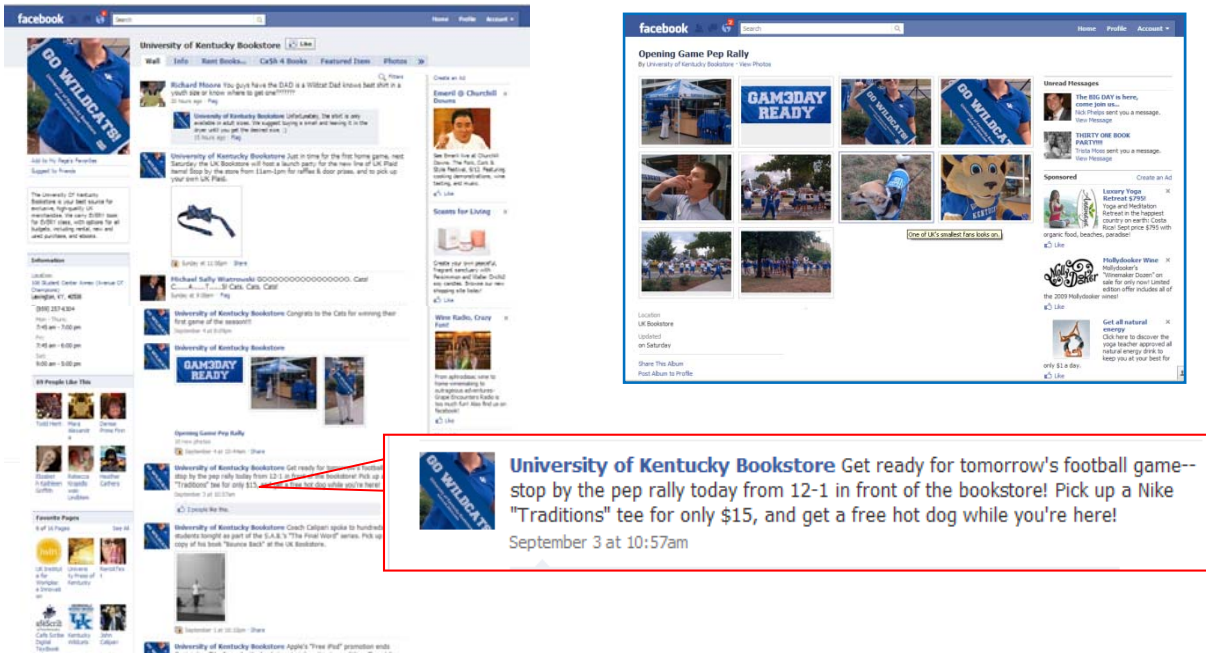
Get the only t-shirt designed and chosen by students, the Traditions T, only at the UK Bookstore. Students show your ID and get it for only \$15!\*

\*Student discount available through 05/30/10. Limit one discount per student.

**see blue. wear blue. every Friday.**



#### 4. Bookstore promote CCD on website: Facebook



#### 7. Mascot appearance in a local store on CCD.

- Scratch attended CCD Rally at the UK Bookstore.



UK College Colors Day Activation 2010





## COMMUNITY ACTIVATION





### 2. Contact your local Chamber of Commerce and ask them to promote CCD.

- Included in weekly E-NEWS starting August 10<sup>th</sup>, 2010. The e-mail blast has a reach of 5,000 individual e-mails.

**Menard, Erin E**

From: Commerce Lexington Inc. [lbarnett@commercelexington.com]  
 Sent: Tuesday, August 10, 2010 4:58 PM  
 To: Menard, Erin E.  
 Subject: Commerce Lexington E-News (08-10-10)

To view this email on a PDA, smartphone, or web browser, go to [http://www.commercelexington.com](#). Use the [Click2Go](#) technology to remove your email address from this message to ensure proper delivery of our messages by adding [CommerceLexington](#) to your address book or safe contacts list. [unsubscribe](#)

**U.S. Senator Mitch McConnell is our guest at the next Public Policy Luncheon**

Commerce Lexington Inc. is pleased to announce that U.S. Senator Mitch McConnell will be the keynote speaker at its next Public Policy Luncheon presented by Kentucky American Water.

This event will allow Central Kentucky's business community to hear from one of the most powerful and influential figures in Washington, D.C. today. Attendees will have the opportunity to hear first-hand from the Senate Republican Leader on a number of issues that will dramatically affect the future of the business community, including financial regulation reform, cap and trade, "Card Check", federal spending and the recently passed health care reform.

community by [visiting this link](#). Nominations are due by Friday, August 6.

**27 - Clark County Alzheimer's Family Caregiver Training** presented by the **Alzheimers Association**. This program is for those who have a friend of family member who has been diagnosed with Alzheimer's disease or a related dementia. Held from 9:15 a.m. to 4:00 p.m. at Emmanuel Episcopal Church, McCready Hall. Registration is required for this FR EE program. Call 1-800-272-3900.

**27-29: Ringling Brothers and Barnum & Bailey presents: Zing Zang Zoom at The Lexington Center Rupp Arena.** [www.lexingtoncenter.com](http://www.lexingtoncenter.com). Tickets and information: 233-3535.

**SEPTEMBER**

**1 - The Kentucky World Trade Center** announces that Suresh Kumar, the Assistant Secretary of Commerce and Director General of the U.S. and Foreign Commercial Service as the keynote speaker at World Trade Day 2010. The event will be held at the Griffin Gate Marriott Resort & Spa from 8:30 a.m. - 3 p.m. Visit [www.kwtc.org](http://www.kwtc.org) for more information.

**2 - The Living Arts & Science Center** September Discovery Night - A Horse of Course. 6-8 p.m. [www.lasclex.org](http://www.lasclex.org).

**3 - Mayor proclaims Sept. 3 Blue/White Day.** In concordance with **College Colors Day**, which will take place Sept. 3 nationwide, Lexington Mayor Jim Newberry proclaimed the day before the Louisville game Blue/White Day. Newberry made the announcement at Friday's annual Kickoff Luncheon. Businesses are encouraged to participate. You can register your organization and find out more at [www.collegecolorsday.com](http://www.collegecolorsday.com).

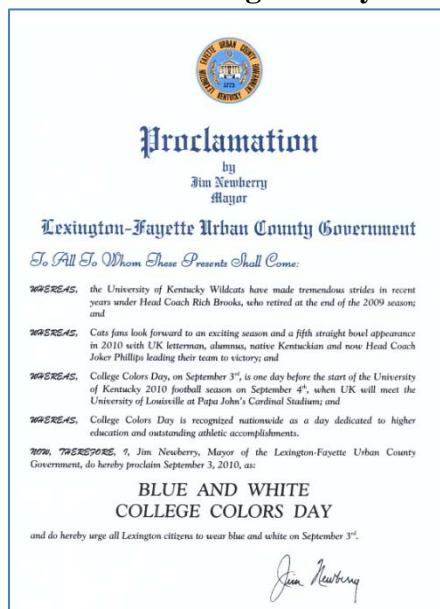
**3 - Enhancing Job Skills** - Learn about resources available to help you get ready to re-enter the job market. 3 p.m. at Tates Creek Branch of the Lexington Public Library.

**7 - The Sanders-Brown Center on Aging** Foundation Annual Dinner will be held at the Griffin Gate Marriott Resort & Spa, featuring Jim Host. Visit [www.mc.uky.edu/coa](http://www.mc.uky.edu/coa).

**9 - Course Swap 6:00 PM.** Make the most of your buck with course swap. Tates Creek Branch of the Lexington Public Library.

### 3. Proclamation from state and local governments:

- Kentucky Governor Steve Beshear & Lexington Mayor Jim Newberry:



Mayor Newberry presents the College Colors Day proclamation at the UK Football Kickoff Luncheon on July 30<sup>th</sup>, 2010.

UK College Colors Day Activation 2010



4. Bonus ENTRY: Football Fan Day announcement on August 7<sup>th</sup>.

