



Duck Tape® for UA,



presented by the University of Alabama's PRSSA chapter

Melissa Stewart, Campaign Co-Director | Kyle Borland, Co-Director | Christi Rich, Creative Director



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THE UNIVERSITY OF ALABAMA
PRSSA Public Relations
Student Society
of America



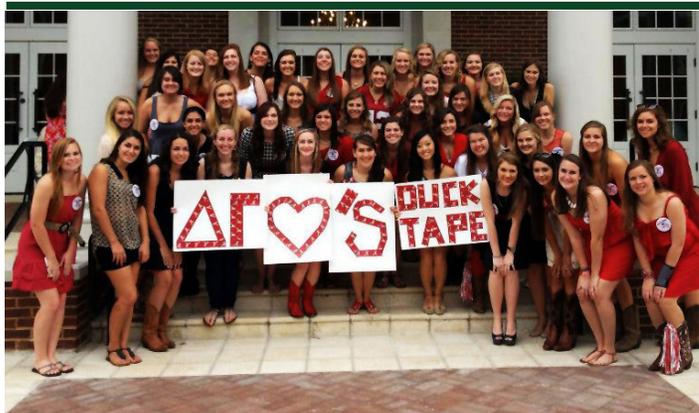
Executive Summary

When The University of Alabama's Public Relations Student Society of America chapter was approached by Duck Tape® to promote the University of Alabama College Duck Tape®, the executive board saw this as a great chance for the members to get involved. The fundraising committee faced the challenge of spreading the Duck Tape® brand across UA's campus by executing an entire public relations campaign in a week.

Utilizing strategic planning, UA's PRSSA implemented a **spirited** and **creative** campaign through **cooperation** with other organizations on campus. Through social and traditional media PR students developed the **Duck Tape® for UA** campaign to increase awareness of the The University of Alabama College Duck Tape®. In response to Duck Tape®'s guidelines, the campaign revolved around a tailgate at a football home game on Sept. 29, 2012.



Primary Target Audience



The **Duck Tape® for UA** campaign focused on the student body, the majority of gameday attendees. Through a partnership with the LessThanUThink campaign, a student-run campaign to address the national problem of college age binge drinking, UA's PRSSA hosted a tailgate to reach football fans, specifically UA students. **Duck Tape® for UA** engaged the nation's largest Greek community; the College of Communication and Information Sciences, including one of the nation's top five public relations programs; and the students who were encouraged to participate in our tailgate festivities.

Secondary Target Audience

The campaign also focused on the general community on UA's campus the day of the tailgate. The general community on the day of a football game includes; the Tuscaloosa community, football fans from the area and across the state of Alabama, and even fans from The University of Mississippi.





Campaign Summary

UA PRSSA strategically planned a **creative** campaign that was implemented the week leading up to the Ole Miss vs. Alabama football game on Sept. 29, 2012. Targeting the student body of The University of Alabama, the **Duck Tape® for UA** campaign worked in **cooperation** with the LessThanUThink campaign to spread the word about the The University of Alabama College Duck Tape® and co-hosted The Rising Tide Tailgate. At the tailgate, 296 handheld fans were distributed to the targeted audiences. Through a **spirited** media effort, the **Duck Tape® for UA** team garnered more than 300,000 impressions to promote both The University of Alabama College Duck Tape® and the tailgate.

Objectives, Strategies and Tactics

Objective 1: Promote a football tailgate by informing 20 percent of The University of Alabama students of the event by September 28, 2012.

Goal: Increase awareness of The University of Alabama College Duck Tape®.

Strategy 1: Form a relationship with the currently successful campaign LessThanUThink to increase the reach of the Duck Tape® brand.

Tactic 1: Reach out to Capstone Agency Firm Director Jessica Colburn about forming the relationship.

Tactic 2: Attend the first Capstone Agency meeting to recruit team members by designing informational fliers.

Firm Director Jessica Colburn enthusiastically accepted **Duck Tape® for UA's** request to partner with the LessThanUThink campaign to host a tailgate. Capstone Agency designers and members assisted throughout the campaign implementation and at the tailgate event.



Capstone Agency members Nicole Schimmel and Benjie Ladrillono work with PRSSA member Morgan Daniels to put together 296 fans for the tailgate event. Without the assistance of LessThanUThink and Capstone Agency members, the **Duck Tape® for UA** campaign would not have been nearly as successful.





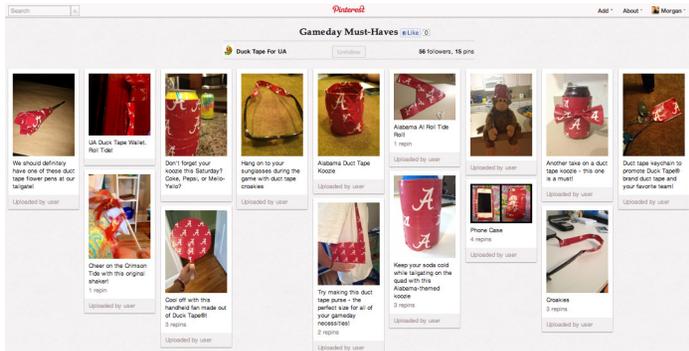
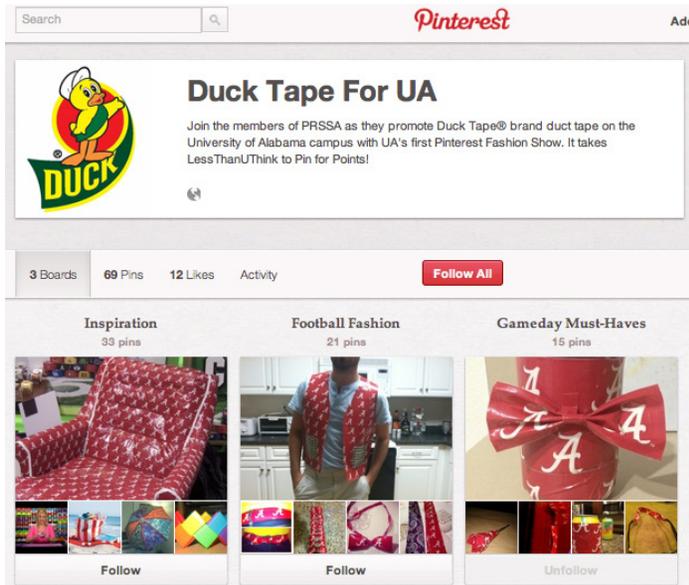
Strategy 2: Utilize various social media tactics to generate buzz about Duck Tape®, LTUT and the tailgate.

Tactic 1: Develop and expand a Twitter hashtag “#DuckTape4UA”.

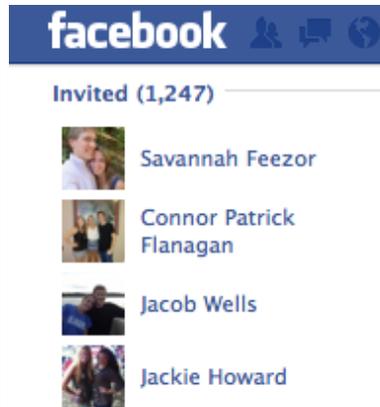
Tactic 2: Engage conversation through creation of Facebook event for the Sept. 29 tailgate.

Tactic 3: Engage interaction through creation of a Pinterest account “Duck Tape for UA” with the slogan “It takes Less Than U Think to Pin for points.”

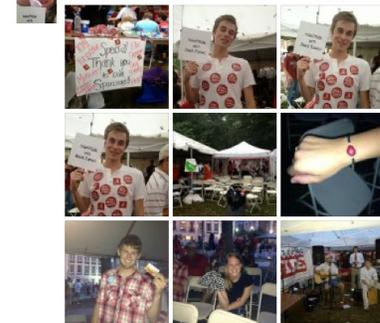
The Duck Tape® for UA Pinterest page accumulated 69 pins and attracted 59 followers.



Duck Tape® for UA reached 1,247 Facebook users through the “Duck Tape for UA” Facebook event page.

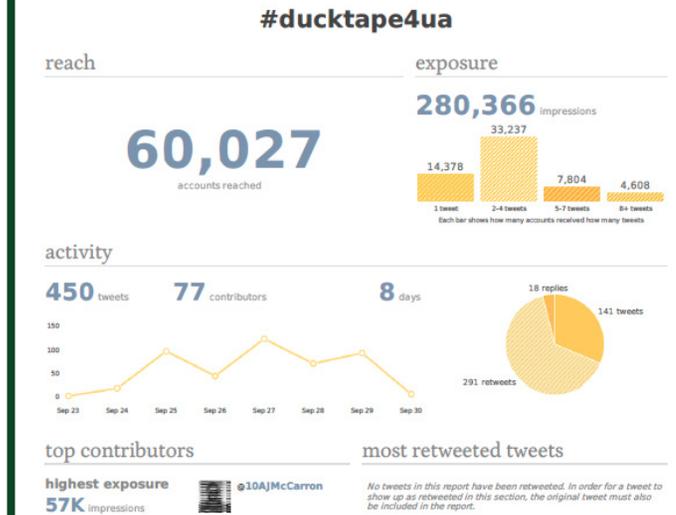


Morgan Daniels tagged 35 photos at this event.



October 1 at 1:21pm

During the Duck Tape® for UA social media campaign, our team made 280,366 impressions and reached 60,027 Twitter accounts by utilizing the hashtag “#DuckTape4UA”.



CJ Mosley @TreyDeuce32RTR
come out to the rising tide tailgate this Saturday across from Carmichael hall and support #ducktape4ua @prssa
Collapse Reply Retweet Favorite

7 RETWEETS





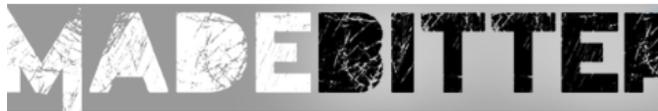
Strategy 3: Utilize on-campus media outlets to increase awareness among students within the University of Alabama community about The University of Alabama College Duck Tape®.

Tactic 1: Develop a press release for the University of Alabama's Greek life newspaper *The Odyssey*.

Tactic 2: Contact *LessThanUThink* to incorporate Duck Tape® into its *Crimson White* advertisement.

Tactic 3: Contact Danny Salter at *WVUA* for a segment on "First at Four."

Duck Tape® for UA team members sent a press release to *The Odyssey*, the Greek life student newspaper. The story was published twice prior to the tailgate to a readership of more than 8,000 students.



RELATED **Fix Your Tailgate with Duck Tape**

by [Stephanie Petelos](#) | Alabama on 9/27/2012



[Fall Break 2012](#)



[Joining Out and Writing about: Tacogi Asian Fusion](#)



[UGM Takes Nicaragua](#)



[The Elephants Are Coming](#)

Game day is about showing team spirit and looking your best while doing it. But does your or your date's game day wear need a repair or a little pick me up? Lucky for us, College Duck Tape fixes everything, even your tailgate! Add a little something to this weekend's game day with the "It takes less than you think to fix a tailgate with College Duck Tape" tailgate. Make the next game day unique with Alabama College Duck Tape and post it on Pinterest @DuckTapeforUA. You will earn Panhellenic points and be registered to win prizes.

I know you've all been wishing you could come up with the most exciting Pinterest post of the week. So here's your chance to spruce up your game day with Alabama A or houndstooth College Duck Tape! Inspiration for the next game day bow, skirt, tie or mug is not coming from the books. So put the books down and get ready for gameday and be ready to show it off. Check out "It takes less than you think to pin for points" on Pinterest, and pin your new gameday wear @DuckTapeforUA.

The tailgate and contest is sponsored by Rising Tide Tailgate, the Public Relations Students Society of America, the Student Health Center and LessThanUThink. "It takes less than you think to fix a college tailgate" begins three hours before kickoff against Ole Miss this Saturday on the Quad across from Carmichael Hall. After you pin your classiest new game day wear, put it on and stop by the tailgate to see if you won one of the top three prizes. Alcohol isn't allowed at the tailgate, but your game day spirit is.

To qualify to win, you must have pinned your new game day gear to the "It takes less than you think to pin for points" page by Sept. 28, and it must be made out of Alabama A and/or houndstooth College Duck Tape.

Make sure you're looking classy this week on Pinterest while you fix up your game day gear. Because if you can't Duck it, chuck it.

get this **gameday sticker**, free food for students and music at the **Rising Tide Student Tailgate** across from **Carmichael Hall** on the quad

Saturday
September 29
4:30 p.m.
to
7:30 p.m.



#LTUTailgate
#DuckTape4UA



it takes less than U think to fix your tailgate with Duck Tape. Come see how!



LessThanUThink placed an advertisement in *The Crimson White* for The Rising Tide tailgate. *The Crimson White* has a 90% reading rate among the more than 33,000 students at UA and publishes 15,000 copies of its newspaper daily.



UA PRSSA Chapter President Leighton Brown appeared on *WVUA's* "First at Four" segment to promote the tailgate event. *WVUA* reaches more than 3.1 million viewers.

The media outlets on campus were very receptive to **Duck Tape® for UA's** campaign. It received a substantial amount of attention the week before the event, thus generating buzz all across campus. The reporter for *The Odyssey* and a *CW* photographer even attended the tailgate, out of their own curiosity to see the final event.





Strategy 4: Promote the campaign throughout the entire University of Alabama.

Tactic 1: Distribute fliers throughout the College of Communication and Information Sciences to generate buzz about the campaign.

Tactic 2: Announce the campaign through PowerPoint presentation at the first PRSSA meeting.

Tactic 3: Encourage UA students to engage in creating items made out of The University of Alabama College Duck Tape® to post on our Pinterest page in order to win prizes.

Tactic 4: Contact The University of Alabama Panhellenic Association's President Olivia Hunnicutt in regards to awarding points to sorority members for their active participation in the "It takes Less Than U Think to pin for points" event during the week leading up to the tailgate.

T1: The DuckTape® for UA campaign designed a flier that was distributed through the College of Communication and Information Sciences the week leading up to the tailgate.

T2: DuckTape® for UA was announced to the general membership of UA PRSSA at the monthly meeting in order to increase awareness and participation in the campaign.

T3: A contest was held through Pinterest to see who could design the most creative gameday momento out of duct tape. The winners were given prizes that were donated by generous sponsors.

T4: When sorority members participated in the Pinterest competition, the sorority member would receive a point through the Panhellenic association for each pin.



Kyle Borland and Loren Schouest at the tailgate. Loren won first place in the Pinterest contest. She made Kyle's gameday vest entirely of The University of Alabama College Duck Tape®. As the first place winner, she won a \$15 Target gift card, a bracelet and a houndstooth scarf.





Objective 2: Host at least 200 students at The University of Alabama College Duck Tape® tailgate event on Sept. 29, 2012.

Goal: Promote College Duck Tape® within The University of Alabama community by partnering with the LessThanUThink campaign in order to ensure high attendance rates.

Strategy 1: Join Capstone Agency at The Rising Tide Tailgate to engage a larger audience.

Tactic 1: Decorate tailgate tent with crafts made from The University of Alabama Duck Tape®, such as flags and signs.

Tactic 2: Hold a gameday raffle that allows students to win sponsored prizes to increase traffic.



The Duck Tape® for UA team worked the week prior to the tailgate to create posters, signs and flags to decorate the tailgate.

A raffle was held for those who attended the tailgate in order to win even more prizes. The prizes were donated from numerous sponsors and a winner was selected every 30 minutes over a couple hours. Prizes included gift cards, Guy Harvey apparel, jewelry and houndstooth scarves.

In the end, Duck Tape® for UA received \$344 worth of sponsorship prizes from both local businesses, such as Ellie Crimson, and large businesses, such as McAlister's and Target. Other sponsors include a campus representative for Guy Harvey, who approached Duck Tape® for UA himself, Fincher and Ozment Jewelers, TCBY and Tuscablu.

With more than 400 attendees, the final cost of the tailgate, accounting for food, a band, ice, a tent and chairs, an advertisement in the CW, a television and satellite capabilities, totaled \$4428. This accomplishment was made possible through the generosity of LessThanUThink and The Rising Tide Tailgate.





Strategy 2: Participate in The Rising Tide Tailgate before the game versus Ole Miss to distribute tangible promotional items to the target public.

Tactic 1: Hand out 296 hand held fans reading "TakePRide with Duck Tape®" to attendees of the tailgate.



296 fans were distributed the day of the tailgate to the target publics reading, "TakePRide with Duck Tape®". The fans were designed and assembled by the DuckTape® for UA team the days leading up to the tailgate.





Conclusion

Objective 1: Promote a football tailgate by informing 20 percent of The University of Alabama students of the event by Sept. 28, 2012. – **Exceeded!**

Objective 2: Host at least 200 students at the University of Alabama College Duck Tape® tailgate event on Sept. 29, 2012. – **Exceeded!**

The **Duck Tape® for UA** team designed a creative campaign that reached out to every corner of campus in order to promote The University of Alabama College Duck Tape®. With a spirited committee and through cooperation with other organizations on campus, **Duck Tape® for UA** implemented a campaign that made more than 300,000 impressions and reached 90% of the student body. The LessThanUThink partnership allowed **Duck Tape® for UA** to co-host The Rising Tide Tailgate and executed an event with an overall net worth of \$4,916.75. The tailgate attracted more than 400 students.

“The event was one of the more successful ones we’ve had and it wouldn’t have happened without you.”

- Delynne Wilcox, Assistant Director,
UA Health Planning & Prevention



UA PRSSA Executive Board



Appendix



Contact: Melissa Stewart
Email: mhstewart@crimson.ua.edu
Phone: 205-777-9664

FOR IMMEDIATE RELEASE

DUCK TAPE® FOR UA

University of Alabama PR students to host a tailgate promoting College Duck Tape®

TUSCALOOSA, Ala. — On Sept. 29, 2012, the University of Alabama Public Relations Student Society of America will host a tailgate in order to promote the University of Alabama College Duck Tape®. The tailgate will be held from 4:30-7:15 p.m. across from Carmichael Hall, on the UA quad.

The tailgate will be a part of The Rising Tide Tailgate in partnership with LessThanUThink (<http://ltut.org>), the Student Health Center and the Ferg. The tailgate is open to any student at the university and prides itself in being alcohol free.

At the tailgate, students will have the chance to win grand prizes based on their Alabama College Duck Tape® creations that were posted on the Duck Tape for UA Pinterest page. Students can also tweet pictures using the #DuckTape4UA hashtag to vie for prizes.

The Rising Tide Tailgate features free food, a live band and a T.V., so guests will not miss any of the Alabama vs. Ole Miss game. The PR students will also hand out College Duck Tape®-themed fans to guests of the tailgate.

This event will end a month-long PR campaign in order to inform students about the College Duck Tape® brand duct tape.

DUCK TAPE® BRAND DUCT TAPE

An American original, Duck® brand is known for its quality and innovation, which now includes more than 140 colors, prints and licenses. Duck Tape® brand duct tape is available nationally at mass merchandise, craft, hardware, home center, food, drug, office, auto and specialty retailers in colors like aqua, fluorescent green, pink, orange and yellow, and prints such as Mustache, Graffiti and Zig-Zag.

Duck Tape® is marketed by ShurTech Brands, LLC, and the Duck® brand, which offers an array of tapes, packaging supplies and home products that provide simple, imaginative and helpful solutions for a variety of tasks around the home, school and office. Visit DuckBrand.com for additional product information. And, keep up-to-date on Duck® brand news by joining our more than five million fans on Facebook® (facebook.com/ducktape), following us on Twitter® (@theduckbrand), following our boards on Pinterest® (pinterest.com/theduckbrand) or watching us on YouTube® (youtube.com/theduckbrand).

(more)

The University of Alabama Public Relations Student Society of America

The University of Alabama's PRSSA Chapter's mission is to serve our members by enhancing their knowledge of public relations and providing access to professional development opportunities and to serve the public relations profession by helping to develop highly qualified, well-prepared professionals.

Less Than U Think

LessThanUThink is an anti-binge drinking campaign led by advertising and public relations students at The University of Alabama through the student-run firm, The Capstone Agency. The campaign focuses on college campuses and reaches out to students through humorous messages that emphasize the negative effects of binge drinking.

The Ferguson Center

The University of Alabama Programming Office is part of the division of Student Affairs. The University of Alabama is committed to providing students with excellent opportunities to challenge themselves academically along with promoting lifelong growth in learning. The Ferguson Center Student Union encourages involvement in research and service missions at UA.

The Department of Health Promotions and Wellness

The Department of Health Promotions and Wellness is dedicated to promoting a healthy campus environment, enhancing student well-being, and fostering student empowerment to achieve optimal health and academic success.

Contact: Melissa Stewart

###

***Official press release sent out to on-campus media outlets.



THE UNIVERSITY OF ALABAMA PRSSA Public Relations Student Society of America

Dear Jessica Colburn:

On Sept. 29, 2012, The University of Alabama Public Relations Student Society of America has been invited to host a tailgate in order to promote the University of Alabama College Duck Tape®.

We would be honored to partner with Capstone Agency and LessThanUThink for this event. By combining our efforts, we would be able to expand the tailgate and reach out to more students on campus.

Please let us know if this is something you are interested in. We look forward to hearing from you.

Best,

Kyle Borland
University of Alabama
Assistant Director of Communications, SGA Office of Academic Affairs
Capstone Agency Assistant Director of PR
UA PRSSA VP of Finance
(478) 213-8784

Melissa Stewart
UA PRSSA Fundraiser Committee Leader
205-777-9664

***Formal letter sent to Jessica Colburn, the Capstone Agency firm director, to establish a relationship and begin the Duck Tape® for UA and LessThanUThink partnership.





it takes
less than
U think to
fix^{up} your
tailgate

Rising Tide Tailgate
Saturday September 29
4:30 p.m. to 7:15 p.m.

Free food, entertainment, and prizes
across from Carmicheal Hall on the
quad.

#DuckTape4UA



***Flier was distributed across campus to promote The Rising Tide Tailgate.





Contact: Melissa Stewart
Email: mhstewart@crimson.ua.edu
Phone: 205-777-9664

DUCK TAPE® FOR UA Sponsorship Form

University of Alabama PR students to host a tailgate promoting College Duck Tape®

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The tailgate will be a part of The Rising Tide Tailgate in partnership with LessThanUThink (<http://ltut.org>), the Student Health Center and the Ferg. The tailgate is alcohol free and only for University of Alabama students.

At the tailgate, students will have the chance to win grand prizes based on their Alabama College Duck Tape® creations that were posted on the Duck Tape for UA Pinterest page. Students can also tweet pictures using the #DuckTape4UA hashtag to vie for prizes.

By being a sponsor, we will be able to advertise for your company by using the items you donate. Donations can be a gift card, or an item from your company. The donations are due by Friday, Sept. 28.

If you have any further questions, please contact Melissa Stewart, UA PRSSA Fundraiser Committee Leader.

Sponsor Information

Company Name: _____

Contact: _____

Donation: _____

Thank you for your support!

***Sponsorship form taken to local and national businesses in the Tuscaloosa area to attain donations to help during the campaign or to give out as prizes the day of the tailgate.





THE UNIVERSITY OF ALABAMA
PRSSA Public Relations
Student Society
of America

invites you to *get your feet wet:*

the newest campaign promoting College Duck Tape includes a *tailgate event* on September 29, *media relations* work, and writing a *communications plan*.

Lasting about a month, this *short campaign* will give you instant portfolio work and real-world experience with a recognized brand.

E-mail Melissa Stewart at mhstewart@crimson.ua.edu or Kyle Borland at kgborland@crimson.ua.edu to get involved.

***Flier distributed to members of UA PRSSA and interested public relations students in order to assemble the *Duck Tape for UA*® team.



FIX YOUR TAILGATE WITH DUCK TAPE

Game day is about showing team spirit and looking your best while doing it. But does you or your date's game day wear need a repair or a little pick me up? Lucky for us, College Duck Tape fixes everything, even your tailgate! Add a little something to this weekend's game day with the "It takes less than you think to fix a tailgate with College Duck Tape" tailgate. Make the next game day unique with Alabama College Duck Tape and post it on Pinterest @DuckTapeforUA. You will earn Panhellenic points and be registered to win prizes.



STEPHANIE PETELOS

PI Beta Phi

Stephanie is a senior studying environmental planning. You may contact her at sapetelos@crimson.ua.edu.

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for the next game day bow, skirt, tie or mug is not coming from the books. So put the books down and get ready for gameday and be ready to show it off. Check out "It takes less than you think to pin for points" on Pinterest, and pin your new gameday wear @DuckTapeforUA.

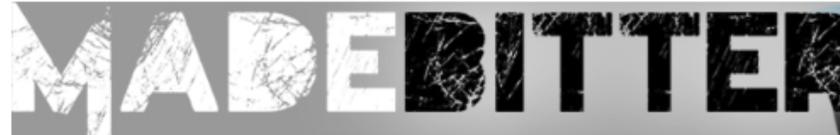
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CAMPUSES SPORTS FASHION ENTERTAINMENT GREEK LIFE PHIL



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Fix Your Tailgate with Duck Tape

by [Stephanie Petelos](#) | [Alabama](#) on 9/27/2012

Like 0 Send Tweet 0

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***The article that appeared in The Odyssey, the Greek life student newspaper, from both its online and print editions.



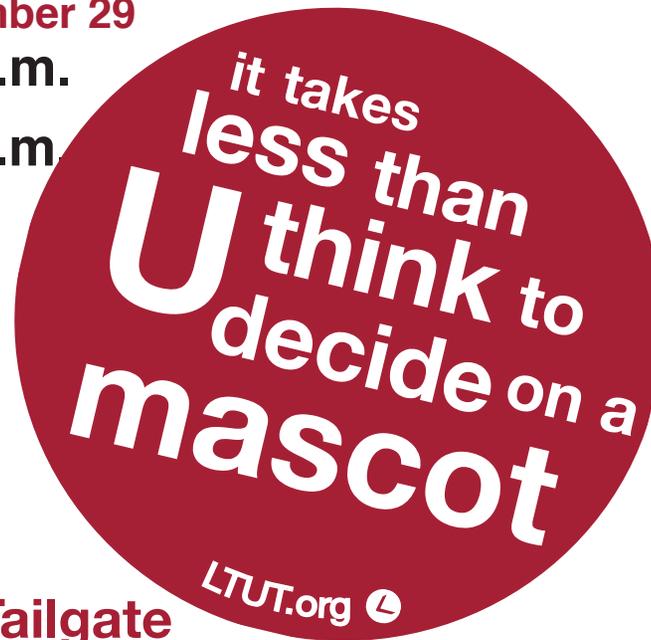
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free food for students
and **music**

at the **Rising Tide** Student Tailgate
across from **Carmichael Hall**
on the **quad**

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4:30 p.m.
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#LTUTailgate
#DuckTape4UA



it takes
less than
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fix up your
tailgate with
DuckTape®
Come see how!



heAlth
promotion & wellness
student health center

***The advertisement that ran in The Crimson White, the student newspaper at The University of Alabama, to promote The Rising Tide Tailgate and the **DuckTape® for UA** and LessThanUThink partnership.



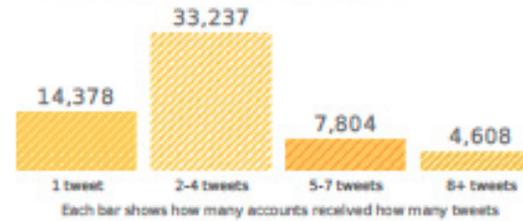
#ducktape4ua

reach

60,027
accounts reached

exposure

280,366 impressions

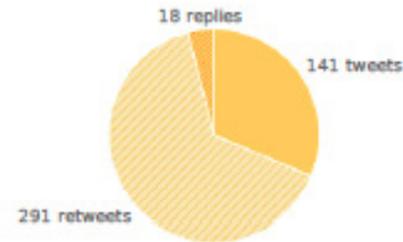


activity

450 tweets

77 contributors

8 days



***A visual representation of the Duck Tape® for UA's Twitter campaign.

top contributors

highest exposure
57K impressions



@10AJMcCarron

most retweeted

No contributor has been retweeted

most mentioned
261 mentions



@UAPRSSA

most retweeted tweets

No tweets in this report have been retweeted. In order for a tweet to show up as retweeted in this section, the original tweet must also be included in the report.



takePRide with Duck Tape®

Going (175)

- Melissa Hope Stewart (Host)
- Whitney Foster
- Krysten Harper
- Emma Bolton
- Kelly LaForge
- Emily L. Diab

Maybe (62)

- Kristen Taylor
- Katie Jones
- Hunter Carson Bush

Invited (1,247)

- Drake Bryant Allen
- Brittany Carl
- Lindsee Brooke Gentry
- Brittany Faulkner

Export · Report

Duck Tape® for UA!

Public Event · By Melissa Hope Stewart

Events Edit

Saturday, September 29, 2012 4:30pm until 7:15pm

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At the tailgate, students will have the chance to win grand prizes based on their Alabama College Duck T...See More



Write Post Add Photo / Video Ask Question

Write something...

Alexis Osborne is going.
Like · Comment · Follow Post · Sunday at 9:51am

Morgan Daniels tagged 35 photos at this event.



Sponsored Create an Ad

GRE revised General Test
Check "Register for the test" off your list with the "GRE® RegisterEasy" event!

With application deadlines coming soon,...

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masscommunication.jou.ufl.edu



Learn how UF's Online Master in Mass Communication can benefit your career. Free brochure!

Alabama Gifts on Sale

UA Banners, Rugs, Backpacks, Totes, Grills & more. Shop for Crimson Tide gifts today!

2,658 people like Alumni Outlet.

Courtagen Life Sciences, Inc.



Our DNA tests for mitochondrial disease are done in weeks, not months: Mt and Nuc DNA.

Like · 1,887 people like this.

MIO



Energy with Flavor. Get that extra kick anywhere, anytime with MIO Energy! LIKE us today

Like · SeTh HoWaRd likes this.

Florida Orange Juice



Going to work can be a bummer. Good thing rolling around in office chairs is fun.

Like · Kaylee Ensley likes this.

*** The Duck Tape® for UA Facebook event page.



Budget

Tailgate: \$4,428.75

Full Moon Barbecue:	\$2360.00
Special Occasions tents, chairs, tables, and sand bags totaled:	\$797.50
Reddy Ice, 10 bags:	\$10.90
Satellite:	\$300.00
Band:	\$300.00
TV rental:	\$230.75
CW ad:	\$429.60

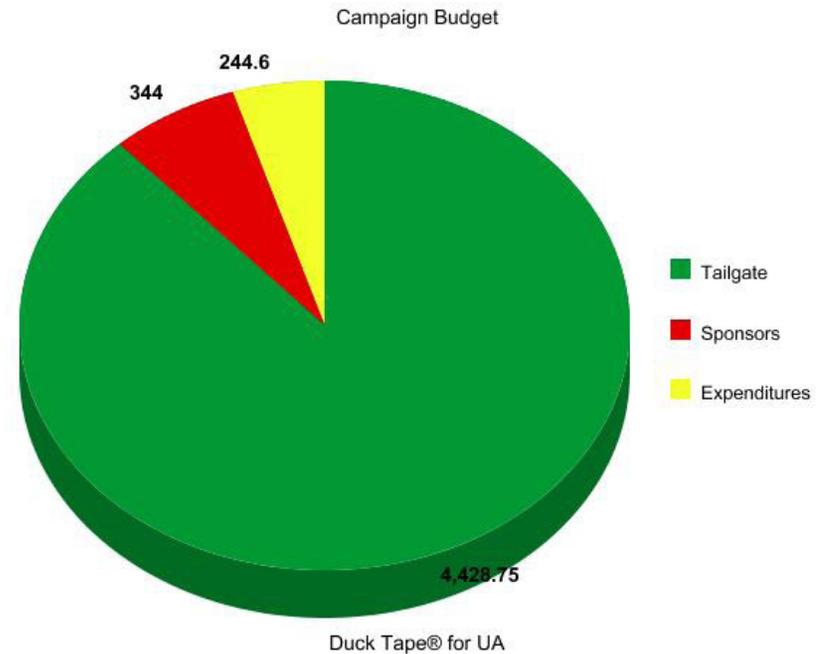
Sponsors: \$344.00

Guy Harvey:	\$144.00
Ellie Crimson:	\$75.00
Fincher & Ozment Jewelers:	\$60.00
McAlister's:	\$20.00
Target:	\$15.00
TCBY:	\$10.00
Michael's (2 rolls of Duck Tape®):	\$20.00
TuscaBlue Pens:	\$10.00

Campaign Expenditures: \$244.60

Fans:	\$129.98
Creative Essentials:	\$94.62
Tweet Reach:	\$20.00

Total Event Net Worth:	\$4926.75
Total campaign expenditures:	\$244.60
Total savings:	\$4772.75



Duck Tape® for UA Team

Kyle Borland-Director
Melissa Stewart-Director
Christi Rich- Creative Director
Madalyn Atherton
Emma Bolton
Leighton Brown
Alex Cheval
Spencer Conklin
Kathleen Cook
Morgan Daniels
Benjie Ladrillono
Molly Molloy Gamble
Elisabeth Garcia
Caitlin Keats
Kelly LaForge
Michael Majure
Jacquie McMahon
Leslie Perez-Meza
Nicole Schimmel
Keri Speers
Miranda Ward
Craig Williams
Brianna Womack



