

# CRIMSON & BLUE VIEWS

"watch with fellow Jayhawks"



## ■ What is Crimson & Blue Views?

- Crimson & Blue Views events unite alumni and friends to watch televised KU games with fellow Jayhawks.
- Attending a watch party is often the first step for Jayhawks who want to become more involved with a network. These events provide a positive and enjoyable watch experience and allow Jayhawks to share stories and make new friends.

## ■ How can you help?

- Volunteer to host a watch party for your network. As the host, you will be responsible for displaying KU-branded materials (supplied by the Alumni Association) and greeting attendees.
- Encourage participants to connect with the Alumni Association by providing their contact information, by joining the network's Facebook page, and by downloading the KU Alumni Association app.

## ■ Pro-tips

- Develop a strong partnership with your watch site's management and staff. Venues will often change, and it's good practice to establish contacts at each site.
- Listen to your network's feedback on the venue, and make decisions based on what's best for the network as a whole.

- Be a good host: Promote community seating, introduce new attendees and play KU's fight song (if permissible).
- Promote the watch party on social media. Create a fun contest with a nominal prize (e.g. a gift card to the venue) to draw engagement to the event.



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