12-9-2010

UA19/18 Athletic Marketing

WKU University Archives

Follow this and additional works at: http://digitalcommons.wku.edu/dlsc_ua_fin_aid

Recommended Citation
http://digitalcommons.wku.edu/dlsc_ua_fin_aid/196

This Finding Aid is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in WKU Archives Collection Inventories by an authorized administrator of TopSCHOLAR®. For more information, please contact topscholar@wku.edu.
Contact information:

University Archives  
Department of Library Special Collections  
Kentucky Library & Museum  
1906 College Heights Blvd.# 11092  
Bowling Green, KY 42101-1092  
Phone: 270-745-4793  
Email: http://wkuarchives.wordpress.com/about/  
Home page: http://www.wku.edu/Library/dlsc/archives.htm  
© 2010 Kentucky Library & Museum. Western Kentucky University. All rights reserved

Description: Records created by and about Athletic Marketing.

Dates: 1996-2005

Subject Analytics:  
Athletics (WKU)  
Marketing  
Western Kentucky University

Accession Information: These records were transferred to the University Archives upon its creation.

Access Restrictions: none

Copyright Notice:

Preferred Citation: UA19 Athletics, Series 18 Athletic Marketing, WKU Archives, Kentucky Library & Museum, Bowling Green, Kentucky, USA.

# Finding Aid Report

**12/09/2010**

<table>
<thead>
<tr>
<th>Container</th>
<th>Folder</th>
<th>Creator</th>
<th>Date</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 1</td>
<td>1</td>
<td>WKU Athletic Marketing</td>
<td>1996-1999</td>
<td>Hilltoppers Athletic Marketing Opportunities</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Subjects Advertising</td>
</tr>
<tr>
<td>Box 1</td>
<td>2</td>
<td>WKU Athletic Marketing</td>
<td>1999-2000</td>
<td>Western Kentucky Athletic Marketing Opportunities</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Subjects Advertising</td>
</tr>
<tr>
<td>Box 1</td>
<td>3</td>
<td>WKU Athletic Marketing</td>
<td></td>
<td>WKU Trademark Licensing Program</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Subjects Trademarks Advertising</td>
</tr>
<tr>
<td>Box 1</td>
<td>4</td>
<td>WKU Athletic Marketing</td>
<td></td>
<td>Diddle Arena Floor</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Subjects Advertising Fund raising</td>
</tr>
<tr>
<td>Box 1</td>
<td>5</td>
<td>WKU Athletic Marketing</td>
<td>1995-2005</td>
<td>Ticket Sales</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Subjects Soccer Football Tickets</td>
</tr>
</tbody>
</table>