


12-9-2010

## UA19/13 Athletic Marketing

WKU Archives

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### Recommended Citation

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## Western Kentucky University

UA19 Athletics

Series 13 Athletic Marketing

### Contact information:

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**Description:** Records created by and about Athletic Marketing.

**Dates:** 1996-present

**Extent:** 10 folders

### Subject Analytics:

Athletics (WKU)

Basketball

Football

Soccer

Trademarks

Western Kentucky University

### Digital Commons:

Advertising and Promotion Management

Marketing

Public Relations and Advertising

Social and Behavioral Sciences

Sports Management

Sports Studies

**Accession Information:** These records transferred to the WKU Archives from the WKU Athletics in accordance with the records retention schedule.

**Access Restrictions:** none

### Allied Materials:

[UA19 Athletic Director](#)

[UA1F WKU Archives Multimedia Resources / Vertical File](#)

[UA19/16/1 Athletic Media Relations Media Guides](#)

**Preferred Citation:** UA19/13 Athletics Marketing, WKU Archives, Bowling Green, Kentucky, USA.

**Processing Information:** Records processed and collection inventory created 2010, revised 2019.

# Finding Aid Report

07/16/2019

<b>UA19.13</b>	<b>Records</b>	<b>Date</b>
<b>Level</b>	<b>Series</b>	<b>Linked toUA19</b>
<b>Title</b>	<b>UA19 Athletics</b>	
<b>Collection</b>	<b>Series 13 Athletic Marketing</b>	
<b>Scope &amp; Content</b>	<b>WKU Archives</b>	
	<b>Records created by and about Athletic Marketing.</b>	

<b>Container List</b>				
<b>Container</b>	<b>Folder</b>	<b>Creator</b>	<b>Date</b>	<b>Title</b>
Box 1	1	Athletic Marketing (WKU)	1996-1999	Hilltoppers Athletic Marketing Opportunities
Description	Marketing			Subjects Advertising
Box 1	2	Athletic Marketing (WKU)	1999-2000	Western Kentucky Athletic Marketing Opportunities
Description	Marketing			Subjects Advertising
Box 1	3	Athletic Marketing (WKU)		WKU Trademark Licensing Program
Description	Marketing			Subjects Trademarks Advertising
Box 1	4	Athletic Marketing (WKU)		Diddle Arena Floor
Description	Diddle Arena (WKU) Marketing			Subjects Advertising Fund raising
Box 1	5	Athletic Marketing (WKU)	1995-1999	Ticket Sales
Description	Soccer season ticket order forms, 1995, 1999 Marketing			Subjects Soccer Tickets
Box 1	6	Athletic Marketing (WKU)	2012	Basketball
Description	25 Days of Triumph sleeve for CD1002 and CD1003			Subjects Basketball
Box 1	7-10	Athletic Marketing (WKU)	1970-2009	Ticket Sales
Description	Folder 7 - Football season ticket order forms 1970, 1976, 1978 Folder 8 - Football season ticket order forms 1980, 1983, 1986, 1988 Folder 9 - Football season ticket order forms, 1990-1993; 1996-1999 Folder 10 - Football season ticket order forms 2000-2009  Bowling Green-Warren County Chamber of Commerce			Subjects Tickets Football Tailgate parties. Tents Parking Advertisements

Tailgating

Advertising