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CAMPUS NEWS

GWU Sport Marketing Class Hosts Youth Day for Runnin' Bulldogs Baseball Game Against Campbell Camels

BY OFFICE OF UNIVERSITY COMMUNICATIONS ON APRIL 19, 2022



▲ Photo by Bryant Potts II / GWU Photo Staff

Students Took on Project to Fill the Stands at Moss Stadium with Young Fans

BOILING SPRINGS, N.C.—Students in the Godbold College of Business Sport Marketing Class at Gardner-Webb University planned and organized Youth Day recently at John Henry Moss Stadium. The class assignment was to promote and fill the stands for the Runnin' Bulldogs Baseball game against the Campbell Camels.

The students began by brainstorming ideas and choosing the best plan. Desmond Williams, a junior sport management major and communications minor, said he enjoyed being a part of the entire process—from planning to game day. “My classmates and I have been working on this and preparing for this a couple of months, and the outcome was amazing,” Williams reflected. “Seeing the smiles on the kids’ faces made me happy.”



▲ Step-N-Out Dance Productions performed before the game.

Stephen Qualls, a junior business marketing major, learned the importance of effective communication, not only with business sponsors but in promoting the event to children and their parents. “Leading the sponsorship team was a great experience that allowed me to use my gifts of interpersonal skills,” he observed. “We raised over \$1,600 dollars and gained hands-on experience from the education we have received. The most rewarding part of this experience was meeting such kind business owners who see the value in marketing/advertisement at Gardner-Webb. I believe the flyers that were sent to the (area elementary) schools were the most important part of getting kids to this event.”



▲ Caleb Marlowe, left, threw out the first pitch.

Holly O’Brien, a marketing major who graduates in 2022, agreed and added that most of the children she asked said they heard about Youth Day from school. “The event effectively brought families to our campus and provided a fun, engaging environment that promoted community involvement with the University and GWU athletics,” stated O’Brien, who also serves as president of the GWU Marketing Club. “My favorite part about planning and preparing the event was getting to connect and speak with people I typically don’t cross paths with. The networking side of preparing for the event was a very enjoyable process that pushed all of us out of our comfort zones.”

Before the game started, students from Step-N-Out Dance Productions performed, and Caleb Marlowe was chosen from the audience to throw the first pitch.

Event sponsors provided funds to rent inflatable equipment and purchase items to give away during the game. The sponsors included:

- Gold Sponsors
 - Carolina Commercial Reality with Ric Francis
 - Silver Fox Productions
- Silver Sponsors
 - El Acapulco Mexican Restaurant – Boiling Springs
 - Christian Adoption Services
 - Lafayette Street Grill
 - Roger Shiflet Ford
- Bronze Sponsors
 - Vintage Dog
 - Step-N-Out Dance Productions
 - J-Birds Deli



▲ Photos by Bryant Potts II / GWU Photo Staff

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impact their chosen professions, equips them with the skills to advance the frontiers of knowledge, and inspires them to make a positive and lasting difference in the lives of others. Ignite your future at Gardner-Webb.edu.