



2011 BANK OF THE WEST CLASSIC SOCIAL MEDIA GUIDE

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**Stay active on Facebook and Twitter throughout the Bank of the West Classic for up-to-date tournament announcements, media postings and information!

FLASH PROMOTIONS

When: Each day around 1 pm

Where: Virtual posting on Facebook & Twitter, physical location will be anywhere on tournament site

What: Each day around 1 pm, we will post an on-site meeting point to Facebook and Twitter – the first person to arrive will receive an autographed item.

How: Stay alert to your Facebook and Twitter accounts for posting of physical on-site location, then try to be the first to show up!

“TEXT TO WIN” CONTESTS

When: During each tennis session

Where: Stadium Court

What: Win a seat upgrade for the current session

How: Text “bank” followed by your seat location to 55333 when prompted on the big screen

***There will also be one trivia questions and song request per session for fans to text in!

CROWDOPTIC MOBILE APPLICATION

When: During all tennis sessions

Where: Stadium Court

What: Fan friendly mobile technology (for Androids and iPhones) that will enhance viewing experience.

How: Snap photos of a player on the court; CrowdOptic system will sense phone concentration and fans will be able to receive a range of information about the player including coaching tips, up-to-the-moment statistics and special offers from BOTWC.

SOCIAL MEDIA “MEET UP”

When: Wednesday, 6 pm

Where: Plaza Club

What: Social gathering for our Facebook fans and Twitter followers

How: Just show up ready to mingle with other tennis fans!



an IMG event



FOLLOW ME TO THE US OPEN

When: Now until the end of the Olympus US Open Series

Where: Facebook, Twitter & Email

What: Follow me to the US Open is a free contest which awards points to users that engage in social media, fantasy games and broadcast actions relating to the US Open and the Olympus US Open. The fan with the most points wins a grand prize of a trip to the 2010 US Open in New York and a 1 hour hitting session in Arthur Ashe Stadium. Other prizes include US Open merchandise and apparel.

How: Sign up using Facebook, Twitter, or email and earn points by interacting on Facebook, Twitter, Foursquare along with bonus points for watching the Olympus US Open Series broadcast.

More Info: <http://followmetotheusopen.org>



an IMG event