

# 2014 SoCon Basketball Championships

March 7 - 10, 2014

## Asheville Area Business Information



The 2013 SoCon Basketball Championships were a great success for Asheville and the Southern Conference, and we want to thank our area businesses for their involvement. We want to continue the excitement for 2014! The Tournament would not be successful without you, the local businesses that make Asheville what it is. The 2014 Championships are a few months away and we want to share with you information on how you can be involved to help us create the ultimate SoCon Experience!

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### GET INVOLVED

We are encouraging local businesses to offer discounts or incentives to SoCon fans that show a ticket stub. We would love for your business to participate! If you are interested, please complete the form below and send to Lauren McDevitt, marketing chair, at [lmcdevitt@biltmorefarmshotels.com](mailto:lmcdevitt@biltmorefarmshotels.com) or fax at 866.741.3512 no later than Wednesday, February 19. Some successful offers in the past have included a percentage off discount or a free gift with purchase for SoCon fans. We want you to create your own offer that fits your business! These discounts will be included on the SoCon Championship App and Website ([SoConTravel.com](http://SoConTravel.com)), as well as listed in a special insert in the Tournament programs.



### SOCON PRIDE

In late February, SoCon volunteers will be visiting local businesses to distribute posters and window clings that can be displayed in your store windows. We would appreciate if these were displayed during the entire week of the Tournament to showcase the city's support of this event!

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### AREA BUSINESS SOCON FAN OFFER FORM

**NAME OF BUSINESS** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**WEBSITE** \_\_\_\_\_

**OFFER** \_\_\_\_\_