



In this webcast, “Promoting Your HCASC Program,” we will cover:

1. Proper use of the official Honda Campus All-Star Challenge logo, program title and program tagline.
2. Promotional video & HCASC Rap.
3. Using the customizable promotion templates:
 - Bookmarks & Buttons
 - Doorhangers & Table Tents
 - Posters & Fliers
4. HCASC Question initiatives.
5. Other promotion ideas.
6. Maintaining visibility for HCASC:
 - At all-campus events
 - By recognizing Your HCASC Team

 **HONDA**
CAMPUS
ALL-STAR
CHALLENGE

Official Logo & Program Title

- The updated official logo must be used. [Download it](#) and use it in all promotions and correspondence.



HONDA
CAMPUS
ALL-STAR
CHALLENGE

Effective with the 2011-2012 season, we will be rigorously enforcing the requirement that campus promotions adhere to the program promotion requirements:

- We have modified the logo just a bit. Please download and use it in all publications, posters, documents and correspondence.



Official Logo & Program Title

- The program **must** be referred to as Honda Campus All-Star Challenge or in some instances, HCASC.
- When HCASC is used in place of Honda Campus All-Star Challenge add the tagline “The HBCU National Quiz Championship.”

HCASC, *The HBCU National Quiz Championship*

- We will be strict this year about using the correct title of the program. Posters and other promo materials referring to Honda Campus All-Star Challenge (or HCASC) as “Brain Bowl” or “Quiz Bowl” or other incorrect program titles will be rejected and your NCT Part 1 materials will not be approved.
- If you ask students not on your team “what is HCASC,” you are likely to get a high percentage of “I don’t know” answers. To create a better awareness of what the program is, when the acronym HCASC is used, we ask that you add the tagline “The HBCU National Quiz Championship.”

 **Videos & HCASC Rap**

Use HCASC videos to reach out to students:

Download the [HCASC 2012 Rap](#) (an audio file)

All our videos are posted to YouTube. The most recent videos will also be posted on the HCASC.com home page.

Click either of the screen captures on this page to load the video.

You can share HCASC YouTube videos and download them (using any one of a number of free YouTube download applications).

Download and play the videos in the Student Union, Cafeteria or anywhere on campus that groups of students will see them. Be sure to have a poster nearby telling students how they can get involved in Honda Campus All-Star Challenge.

The HCASC Rap (it's clean) was written, produced and recorded by an HCASC alum, Clarence Tucker who played for Norfolk State. Use it wherever you can, and again, make sure that information about HCASC is nearby to inform students how to get involved.

As new videos are released campus coordinators and coaches will be notified.



2011 NCT Videos



I Used to Play!



NCT Preview



NCT Day 1



NCT Day 2



Elite 8 Playoffs



NCT 2011 Recap

While the game format for 2012 has changed, the 2011 NCT videos convey the scope, fun, excitement and drama of the NCT.

Click the pictures to watch the video on YouTube.

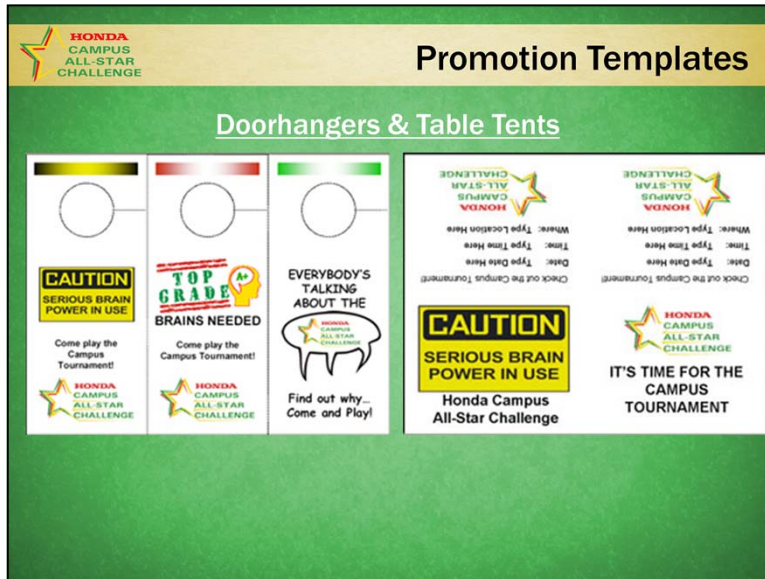


We offer a wide range of customizable promotion templates. Use the imagery that best reaches out to your students and make sure to save copies to use as part of your NCT Part 1 Qualification submissions.

Distribute bookmarks through the bookstore and at the library.

Make up buttons and have members of your HCASC Academic Club wear them.

Click on the page title link or the images to download the files.



Click on the page title link or the images to download the files.

Use doorhangers in the Residence Halls. Personalize the reverse side with your contact and tournament sign-up information.

Use table tents in the student union, residence hall lounges, cafeteria and maybe even the library.

**HONDA
CAMPUS
ALL-STAR
CHALLENGE**

Promotion Templates

Fliers & Posters



GET IN THE GAME

If you thought you knew the Honda Campus All-Star Challenge, THINK AGAIN! The HBCU National Quiz Championship is back with a new format, new questions and more fun! Do you have what it takes to challenge your mind and your reflexes? Get in the game and find out!

DATE:
TYPE DAY, DATE AND YEAR HERE

TIME:
TYPE TIME HERE

PLACE:
TYPE TOURNAMENT LOCATION HERE

MORE INFO:
TYPE CONTACT PERSON HERE






hPhone 50G

The world's most exciting way to test your brain and make new friends. Did we mention that you could help your school win \$50,000 in grants?

Only from
Honda Campus All-Star Challenge

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This year's posters have a special QR code in the lower left corner. Students with a smart phone can use an application on their phone to go to a page where they can see your HBCU's history in the HCASC program and get in touch with the campus coordinator or coach.

Click on the page title link or the images to download the files.

Use our templates, but use your creativity!

These templates are on HCASC.com in Microsoft Word and PowerPoint formats.

Be sure to save samples of your completed promotional materials to your primary hard drive's HCASC folder so as to easily upload them as you complete your online Campus Program Report during NCT Part 1 Qualification.



HCASC.com has links to your HBCU website. Arrange for your webmaster to include information about your HCASC program on your campus' website!

You can use your campus website:

1. To post information about your Power Searches, campus tournament and HCASC Academic Club.
2. To offer weekly or monthly 10 question quizzes.
3. To link to the official HCASC.com website.
4. To link to the HCASC Facebook page.
5. To link to your HBCU's customized "Get In The Game" page at HCASC.com



HCASC Question Initiatives

HCASC Quick Quiz:

These are video (sound and pictures) with 3 questions. They may be used on a Jumbotron at football games or in the student union, cafeteria or wherever you need it.



We have a series of new initiative designed to increase awareness of HCASC campus-wide, with your alumni, and with others attending home game sporting events. There are several versions available.

Click the link for a look at the 3 question quiz. If you'd like to use this promotion, email lillian@hcasc.com.



HCASC Question Initiatives

HCASC Question of the Game:

Qs asked live at football and/or basketball games.

HCASC Weekly Quiz:

10 Q quizzes.

HCASC Q of the Day:

For campus radio stations.

HCASC Presidential Eblast:

Engage the alumni with HCASC Qs.

1. Which of these pairs of schools do NOT have the same team nickname?	Savannah State and Grambling	North Carolina A&T and Fisk	Tuskegee and Southern
2. What word completes the title of Freud's book "The Interpretation of []?"	Faith	Dreams	Music
3. Modern blimps are kept aloft by what element?	Hydrogen	Helium	Neon
4. In 2010, what rapper had a #1 hit at age 21 with "Nothin' on You"?	Lupe Fiasco	B.o.B.	Pitbull
5. Which official NAACP magazine was first published in November 1919?	The Liberator	Chicago Defender	The Crisis
6. Though it only has 31,000 people, what city is the largest state capital by area?	Austin, Texas	Tallahassee, Florida	Juneau, Alaska
7. While at Howard, who wrote a story that evolved into her novel, "The Bluest Eye"?	Sherley Anne Williams	Toni Morrison	Jessie Fauset
8. Who won NBA scoring titles in 1970-71 and 1971-72 under different names?	Wilt Chamberlain	Kareem Abdul-Jabbar	Michael Jordan
9. On the Great Seal of the US, the eagle is clasping what in its right talons?	An olive branch	A seal	A serpent
10. Surprisingly, the US imports more oil from which country than from any other?	Canada	Saudi Arabia	Venezuela

The HCASC Question of the Game is easy to implement at football and/or basketball games. We have 30+ Qs for your use. We supply the script and the Qs. Your announcer does the rest. Email lillian@hcasc.com to participate.

The HCASC Weekly Quiz is designed for on-campus use via radio, print or on scrolling message boards.

HCASC Q of the Day: The campus radio station DJ poses a Q and takes the answer from the designated caller (i.e.: 10th), offering a small prize.

HCASC Presidential Eblasts to alumni can use these Qs as well to keep up school spirit and remind the alumni about the institution's core mission.

Get creative! We have 200 Qs available for your use in campus promotions.



Other Promotion Ideas

- Conduct demonstration matches.
- Use your campus & alumni PR resources.
- Send a broadcast email to all students and faculty.



Make friends with your campus webmaster and seek their help to add an HCASC page on your campus' website. Keep it updated throughout the year and link it to HCASC.com.

Create a Facebook page for your HCASC Academic Club and "like" the HCASC Facebook page.

Demonstration matches are fun and if they are done where large numbers of students are gathered, they create instant awareness of your HCASC program. Try deans versus students, faculty versus faculty, students versus administration, etc.

Engage your campus PR department in getting the message out on campus and in your community. Local media, the faculty newsletter and alumni publication should all report on your HCASC program.

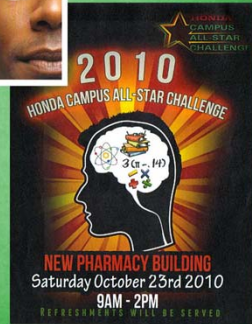


HBCU Samples

Use the creative talent on your campus to create fliers, table tents and other promotional pieces with eye-catching images for high impact.



The Honda Campus All-Star Challenge Team needs you! Try out for the team at the Annual HCAAC Campus Tournament. Compete for scholarships and travel opportunities.
Saturday, October 23, 2010
9:00 a.m.
New Pharmacy Building
For more info, contact: Janelle Alexander
at 856 410 2772 or janelle.jennings@hamu.edu.



HONDA CAMPUS ALL-STAR CHALLENGE

HBCU Samples

FLORIDA A & M UNIVERSITY
HONDA CAMPUS ALL-STARS
2009-2010 Season

FAMU HCASC History

Florida A & M University began participating in the Honda Campus All-Star Challenge in 2009-2010 season. In its first year, the FAMU Honda team brought home the National Championship Title. Since then, FAMU has gone on to become the most successful HCASC team, winning 6 national championships.


NAVIGATE OUR SITE:

- Home
- About Honda Campus
- All-Star Challenge
- FAMU HCASC history
- Photos
- Contact Us

INQUISITIVE MINDS: S.C. State's HCASC Team prepares for nationals

Story Discussion Print View 0 Comments

Special to The Daily Post: Saturday, March 26, 2011 4:41 am (0) Comments



Six South Carolina State University students are preparing to go head-to-head with other colleges during the Honda Campus All-Star Challenge, a national all-around game that combines academics, pop culture and sports in a format emphasizing good recall. Race history and culture questions are prominently featured.

S.C. State's team will compete during the national HCASC conference in Orlando, Fla., on April 16. Previously, the team took third place out of 15 teams at the South Carolina A&T Regional Tournament in Columbia, S.C. S.C. State won the preliminary round, defeating Claflin, Hampton and Western South Carolina colleges. The team will also compete during the pre-national championship tournament on March 26 at Morris College in Spartanburg.

Special to The Daily Post
 The South Carolina State University Honda Campus All-Star Challenge, which is called the Honda Campus HCASC program, is supported by other academic student programs and to provide financial support for HCASC students.

facebook

Spelman College H.C.A.S.C. Like

Wall

Spelman College H.C.A.S.C. - Everyone (Top Posts)

Share:

Write something...

Once you decide the scope and schedule for your campus program, use broadcast emails to get the message out. Invite them to participate in HCASC and tell them how to join the HCASC Academic Club, when & where the Power Searches (or campus tournament) will take place.



Maintaining Visibility for HCASC

Create a presence for HCASC at all-campus events:

- Founders Weekend
- Parents Weekend
- Homecoming
- Theme Events
- Black History Month
- Women's History Month
- Caribbean Festival

Make sure that your HCASC team is recognized at convocations and other campus assemblies.

Awareness of the Honda Campus All-Star Challenge program among students, faculty/staff and alumni will grow if you make it a part of campus-wide events such as Founders Weekend, Parents Weekend and Homecoming, Convocation & Theme Events, Black History Month, Women's History Month, Caribbean Festival, etc.

Your players work hard and deserve recognition. This will also attract other students to your HCASC program at Honors Convocations, Homecoming and other campus-wide assemblies.