From: Elizabeth Macken on behalf of Elizabeth Macken <emacken@g.clemson.edu>
To: Robert Halfacre
Subject: Re: Tigerama 68!
Date: Tuesday, September 24, 2024 5:28:02 PM

Hi Mayor Halfacre,

I hope you are doing well. I'm sure you have heard by now that due to inclement weather, we have decided to postpone Tigerama to October 18th! I'm not sure where the information I sent you was disseminated to, but I would love if you could communicate to your team and community members that you interact with that X Ambassadors will still be performing and that if they have any issues or concerns with tickets, to email cutigeram57@gmail.com. Thank you so much for your help. Here is the press release with more information: https://news.clemson.edu/tigerama-postponed-to-friday-oct-18-at-7-p-m/

Have a great evening and stay safe in the oncoming storm!

Best,
Ellie Macken

On Wed, Sep 11, 2024 at 4:01 PM Elizabeth Macken <emacken@g.clemson.edu> wrote:

> Hi!
>
> Thanks for your help.
>
> I have attached a graphic and below is a quick message explaining the event! We have posters getting put up around downtown Clemson but anywhere else you can disseminate this for us would be amazing. Thanks so much!
>
> *MARK YOUR CALENDARS FOR CLEMSON'S 68TH ANNUAL TIGERAMA!*
>
> *Tigerama 2024 welcomes all students, alumni, and University- affiliates to join us in Memorial Stadium for Clemson's Homecoming Pep Rally. The event begins at 7pm on September 27th! Tigerama 68 will feature performances from various student organizations, the crowning of Clemson's 2024 Homecoming Queen, and appearances from Clemson celebrities like Dabo, the football team, President Clements, and MORE! The second half of the night is devoted to a fireworks show and a live, high energy concert from X AMBASSADORS.*
>
> *Tickets can now be purchased online via https://clemsontigerama.com/tickets-1 or at tables across campus. Tickets are $10 for students and $15 for non students, and increase to $15 and $20 on the day of. Children 12 and under get in for FREE. You don't want to miss this incredible Clemson tradition!*
>
> *Prior to the show, attendees are invited to attend the FREE Homecoming Block Party right outside Memorial Stadium, on the Avenue of Champions, from 4:30-6:30pm. There will be live music from local bands, pop-up vendors, and food trucks.*

Young children and families can be excited for face painting, yard games, and a bouncy house. Food trucks and Pop-ups include Paddle and Board Charcuterie, Kanga Coolers, The Fizz Boutique, and a Kona Ice Truck.

Get your spot now at https://clemsontigerama.com/tickets-1 !

Best,
Ellie

On Wed, Sep 11, 2024 at 3:41 PM Robert Halfacre <rhalfacre@cityofclemson.org> wrote:

Love to help

Do you have a marketing flyer that you can send me?

Thanks in advance

G Robert Halfacre
Mayor
City of Clemson
864-888-7127

On Wed, Sep 11, 2024 at 1:09 PM Elizabeth Macken <emacken@g.clemson.edu> wrote:

Hi Mayor Halfacre,

I hope you are doing well! My name is Ellie Macken- we met last fall when I worked as an intern at the C-Suite! I appreciated how open you were about collaboration between the city and the university, so wanted to reach out to you and see how we can work together to market this year's homecoming pep rally to city residents.

This year's Tigerama is taking place on September 27th and will feature the performer X Ambassadors. This alternative band will definitely appeal to families and Clemson fans of all ages! Additionally, this year we are bringing back the Tigerama Block Party, from 4:30-6:30pm outside the stadium on the Avenue of Champions. We are planning to have a bounce house, face painting, food trucks, and DJ Sha will be performing!

If there's anything we can do to help get the word out about Tigerama to city residents, please let me know!

Thanks again and I look forward to hearing from you.

Best,
Ellie Macken

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Clemson University Honors College '25 | Marketing B.S.

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