

## IDEAS FOR CONDUCTING YOUR GOLDEN BALL GAME

1. File an application with the Naismith Memorial Committee, Springfield, Mass., for conducting an Official Golden Ball Game.
2. Notify your local sports editors, who will be prepared to give you local publicity.
3. Use as many flags as possible to decorate the gymnasium on the night of the game, and just as the game is about to start have the entire audience sing The Star Spangled Banner.
4. Arrange to start the game by having the most prominent person in the community -- Mayor, College President, Superintendent of Schools -- or a Former Basketball Great -- toss up a used ball painted with gold paint.
5. Arrange to have some form of pageantry at halftime, before the game, or after the game. This might take the form of a parade of Old Time Basketball Greats; a foul shooting contest between old timers; reproduction of the first basketball game played in 1891; a pageant on the evolution of important changes in basketball; or some local angle that will appeal to the particular audience in your community.
6. Order from the Naismith Committee copies of the Naismith Memorial Souvenir Program, which may be sold at a profit, and which contains space for you to put in your game line-up, squad lists, officials, and local advertising. Official posters will be given you for advertising your Golden Ball Game.
7. At the close of the game announce to sports reporters for publicity purposes the amount raised by the game that will be sent to the Naismith Memorial Committee.
8. Send in your check or money order for the receipts to "Treasurer, Naismith Memorial Committee, Springfield, Mass."
9. Under separate cover send:
  1. Neatly cut newspaper clippings of the game, giving full description and box score.
  2. An 8" x 11" (or smaller) picture of your team with full names of players listed on the back of the picture. (These will be type-written and placed under each picture when put in the Basketball Hall of Fame.)
10. Upon receipt of Nos. 8 and 9 listed above, your Scroll will be forwarded to you.
11. Do not overlook the possibilities of the support of your Junior Chamber of Commerce, Rotary, Kiwanis, Lions, and other service clubs, as well as the merchants of your communities.

Note: Give particular attention to the lucky number award and the Naismith Memorial Souvenir Program as described on the following pages.