

Nissan: Fan-Fueled Traditions

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What is a Fan-Fueled Tradition?

On the surface, many seem simple. They have ties to homecoming or they're part of every pregame ritual. They are as diverse as the schools they come from—and yet they are all the same at their core. Just below the surface lies the same undercurrent of passion that embodies what it means to be a fan.

It's *the thing*.

It rallies the fandom. It gets “the nation” up on game day and drives them to be diehard fans year after year. Tapping that—along with clever storytelling that embraces its spirit—will draw out the excitement that fuels each tradition. And while the tradition itself should remain a central component of the film, the story isn't really about the tradition at all. It's about *the thing*.

Watch-Outs

- Student athletes and in-game footage cannot be featured
 - Cheerleaders can only be shown if their faces aren't recognizable
- Coaches, faculty, fans and other campus personalities can potentially be featured, with a signed release
- Some archival footage can be sourced where appropriate, but must have explicit permission to use
- Do not feature other copyrighted/trademarked content
 - Music (e.g., marching band performances of popular songs), brand logos
- Please refrain from featuring visibly intoxicated students and alcohol where possible (e.g. drinking game setups, actual drinks)

Brigham Young University

Winning Fan Submission: Victory Bell

Even if you miss a BYU game (because you're studying, don't know why else you would miss), you know the outcome by way of the Victory Bell.

Heard from virtually anywhere on campus, the Victory Bell is a symbol of academic success and athletic prowess. When our team wins, we ring it. The only day you can ring it on your own, is the day you graduate.

Sponsor Tradition Summary:

According to their website, the Victory Bell is rung after each home victory in football and basketball, the BYU Victory Bell is located on the southwest corner of the Marriott Center. The original Y Bell traveled across the plains with the early pioneers. Donated to the Brigham Young Academy in 1875, it was used to begin and dismiss classes until it was destroyed in a fire in 1884.

In 1912, a cast iron bell was purchased from the American Bell Foundry in Michigan. This bell was disappointing as a victory bell. Replaced in 1919, the new nickel bell was placed on campus, and the tradition of the Y Victory Bell officially got underway.

However, the bell was once again quieted in 1949 after a basketball win over rival Utah. Several overzealous students climbed the tower and vigorously beat upon the bell until it cracked. It was stolen in 1958 only to be found six months later. The theft prompted the construction of a bell tower overlooking the Smith Fieldhouse. The tower served well until 1973 when the bell fell while ringing in the dedication of the Marriott Center. In 1978, the bell was moved to its current home.

Source: <http://byucougars.com/athletics/victory-bell>

The Story within the Story:

BYU's tradition's page states the ringing of the bell has come to represent honor, achievement and spirit – but the sponsor also sees it as part of the time-honored tradition of the sharing the celebration and excitement of winning with fans near and far (or at least within earshot).

Watch-Outs:

- We cannot feature any student athletes.
- Be sure not to mention (bell makers) or showcase any other branding.
- Obtain proper releases for fans featured close-up and in interviews.

Learn More At:

- <http://byucougars.com/m-track-field/campus-traditions>
- <https://sites.lib.byu.edu/byuhistory/2012/06/20/y-bell/>

West Virginia University

Winning Fan Submission: Roll Out the Gold Carpet

At the beginning of WVU basketball games, the lights lower, the spotlight shines, the pump-up video begins, and as the Mountaineer's musket fires, the gold carpet is rolled out, and we "Bring on the Mountaineers!"

Sponsor Tradition Summary:

According to the alumni website, one of college basketball's great traditions was introduced by Fred Schaus at West Virginia University in 1955. It was during that time that Schaus and Mountaineer supporter Alex Mumford came up with the idea of rolling out an elaborate gold and blue carpet for the Mountaineer players to run out on during pregame warm ups. In addition, Mountaineer players warmed up with a special gold and blue painted basketball.

West Virginia University continued this tradition during the George King era until it was interrupted in the late 1960s. Former Mountaineer player Gale Catlett reintroduced the carpet when he returned to West Virginia as head coach in 1978, and it has since become the highlight of pregame introductions at the WVU Coliseum.

Source: <http://www.alumni.wvu.edu/traditions/roll-out-the-carpet>

The Story within the Story:

The sponsor likes how rolling out the carpet is all about the tradition of showmanship. It's the perfect way to build the excitement before tipoff. The fans' love for team is fueled by the entertainment factor of athletics, and this tradition embraces it at the start of every basketball game.

Watch-outs:

- We cannot feature gameplay or student athletes.
- Obtain proper releases for fans featured close-up and in interviews.
- Do not feature any copyrighted material (music, on signs, logos on clothing etc.)

Learn more at:

- <http://www.wvusports.com/page.cfm?section=23880>

Indiana University

Winning Fan Submission: The Candy Stripes

Anyone and everyone who goes to IU or lives in Indiana knows candy stripes are THE Indiana University apparel. However, if you think about it, it's known all over. Many teams wear candy stripes but almost everywhere you go, if you say red and white candy stripes, people know you mean IU.

IU is marked by many things and the tradition of the candy stripes is just one of those many things. As an incoming IU Freshman, I can't wait to wear mine to athletic events and get in on the tradition!

Sponsor Tradition Summary:

According to LostLetterman.com, IU players take the court sporting these blasts from the past and wear them throughout their warm-ups and whenever they're on the bench until they're summoned to play. Of all the program's hallmarks, these pants are listed first in the Traditions section of Indiana basketball's Wikipedia page:

Indiana players wear warm-up pants that are striped red and white, like the stripes of a candy cane. They were first worn by the team in the 1970s under head coach Bob Knight. At the time they were in keeping with the fashion trends of the 1970s, but despite changing styles they have since become an iconic part of playing for Indiana and a go-to badge of pride for fans.

Sources:

<http://lostlettermen.com/why-does-indiana-wear-candy-striped-pants/>

https://en.wikipedia.org/wiki/Indiana_Hoosiers_men%27s_basketball

The Story within the Story:

The sponsor likes how the candy stripes are literally and figuratively a tradition of wearing your heart on your sleeve...or pants. It's inception led to lasting fan fervor, and something younger fans aspire to be part of. Fans show their passion and excitement for Indiana by donning candy stripes and representing the team.

Watch-Outs:

- We cannot feature student athletes, but other students can be featured with proper release.
- Do not feature any trademarked brand logos other than Nissan or the university.

Learn more at:

<https://www.youtube.com/watch?v=NQ9c4ryle6U>

Kansas State University

Winning Fan Submission: Wabash Cannonball

I was in the marching band for 5 years and the coolest thing is being on the field looking up into the stands during Wabash. The song is part of pregame tradition. It is neat to see the 50,000+ fans in the stadium all doing the Wabash while the band plays.

It gets everyone hyped up for the start of the game. It is fun to dance along and is a big part of school traditions! To me it means a lot to see people love the Wildcats and are actively involved in game day!

Sponsor Tradition Summary:

According to KSU's site, the song became an integral part of Wildcat athletics in the fall of 1968 when the department of music burnt down. Every piece of music in the building was destroyed. The only thing that was salvaged was what was in the band director's brief case. That included a piece of music titled the Wabash Cannonball. With an upcoming basketball game and no music, that left only one thing to do. The band members played the song loud and often.

Now doing "the Wabash"—rocking back and forth while the band plays the song—is a rite of passage. Recently, the Wabash was named the No. 1 pregame tradition in the Big 12 by ESPN.

Source: <http://www.kstatesports.com/news/traditions>

The Story within the Story:

The sponsor likes the “team sport” aspect of this tradition as fans show their love for KSU by dancing together to work themselves up into a fever pitch of excitement before the game.

Learn More At:

<https://www.youtube.com/watch?v=XnLmQiBtcY4>

Watch-Outs:

- Beware of any copyrighted material, especially music. We can only feature audio of music in the public domain.
 - Note: “The Wabash Cannonball” was written in 1882. A rule of thumb suggests this is in the public domain, but we’ll want to ensure we are only sharing the KSU band’s version – we are working on a signed release authorizing usage.
- We can feature the stadium, but not other branded logos within the stadium.
- We cannot feature student athletes.
- Don’t mention ESPN

Syracuse University

Winning Fan Submission: Stand and Clap

Syracuse basketball fans stand and clap after tipoff at every half (and overtime) until the first field goal is scored. The tradition typically only occurs at the home court (Carrier Dome) but also occurs on the road when there is a high percentage of SU fans, especially at Madison Square Garden.

Sponsor Tradition Summary:

The Syracuse.com site states that from tipoff until the Orange makes a basket, Syracuse fans stand in their seats and clap rhythmically until the Orangemen make their first field goal of the game. Pro tip: If the Orange converts a free throw, don't be fooled. The stand and clap continues anyway.

Source(s):

http://www.syracuse.com/orangebasketball/index.ssf/2015/11/syracuse_basketball_traditions_a_guide_to_game-day_rituals_for_orange_fans.html

<http://dailyorange.com/2016/08/9-traditions-freshmen-should-learn/>

The Story within the Story:

This tradition is all about the passion fans have for the team to how it's manifested in a physical and visible way. From tipoff to the first field goal, fans get into the game by cheering their team on—building the excitement and anticipation for the first basket.

Watch-Outs:

- We cannot feature student athletes, but other students can be featured with proper release.
- Do not feature any trademarked brand logos.
- Do not feature the over consumption of alcohol.
- Beware of any copyrighted material, especially music.

Learn more at:

<http://www.nunesmagician.com/2014/8/22/6057803/syracuse-basketball-carrier-dome-named-second-in-arena-ranking>