

CASE STUDY

COLLEGE ATHLETICS

Kansas Athletics uses text messaging for in-game voting, security alerts and schedule changes

Kansas Athletics · University of Kansas

13K

Community members joined

20+

Sports served

100K

Text messages sent

THE RESULTS

The Jayhawks, one of the nation's leading Division I athletics programs, rely on text messaging from iVision Mobile to engage fans during games, keep visitors informed about schedule updates and let guests reach event staff and security in real time.

**In-game text voting**

Fans take part in in-game text voting, keeping crowds engaged during the action.

**Real-time security messaging**

Guests can text event staff and security personnel in real time.

**Scheduling updates**

Visitors get timely text alerts about scheduling changes for athletic events.

ABOUT KANSAS ATHLETICS

Kansas Athletics runs men's and women's sports programs at the University of Kansas. Its nationally ranked football and basketball programs draw hundreds of thousands of fans to games each school year.

TOOLS USED

- ✓ Text-to-vote
- ✓ Two-way messaging
- ✓ Text alert broadcasts
- ✓ Keyword opt-in

ABOUT IVISION MOBILE

Since 2006, iVision Mobile has helped businesses, organizations and agencies reach people by text. Its platform combines SMS and MMS marketing, a digital loyalty kiosk and two-way messaging, with 45,000+ users and 3.5B+ messages delivered.

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(866) 655-5302