



Biblical Advertising for College Sports

***People Buy Experiences,
Not Tickets!***



More Than a Game—An Experience

Imagine this: It started when a mom noticed an ad for a college basketball game in her community. She wasn't a big basketball fan, but the promotion highlighted Family Night—with face painting, games, and fun for all ages. She thought, "This could be the perfect night out for my family."

Her husband, Bill, and son, Johnny, were thrilled. They talked about the game all week.

On game day, as the family walked into the arena, Christian music filled the air. "That's Brandon Lake!" they said with excitement. A smiling usher guided them to their seats and added, "If you need anything tonight, just let me know. Have a blessed evening." The mom thought, "Wow, he was genuinely kind."

At halftime, local church youth directors competed in a free-throw contest, and Johnny cheered even louder when he spotted people he knew. Later in the game, when a player was injured, both teams gathered to pray. Bill leaned over and said, "Now that's the way the game should be played."

When the final buzzer sounded, the players and coaches came together in a prayer circle at center court. As another Brandon Lake song played, Johnny whispered, "Mom, can we listen to his new album on the way home? Also... I want to go to youth group next Wednesday."

That night wasn't just a game. It was an experience that inspired faith, strengthened family bonds, and left a lasting impression.

Because in the end, people don't buy tickets—they buy experiences.

The Christian Difference

A true family atmosphere where parents feel safe bringing children.

No alcohol sales, removing distractions and promoting a positive environment.

Players compete not for fame or money, but—for the most part—because they love the game.

This is exactly what many parents are searching for. The challenge is that they may not fully understand what you offer—or they don't take the time to find out when games are happening.

As a Christian sports marketer, you have a unique opportunity to offer something non-Christian schools simply cannot—sports in a Christian environment.

In today's digital-first world, a new approach to community awareness is necessary. By promoting not just games, but experiences, you'll connect with families looking for meaningful, value-driven entertainment—and keep them coming back.

What Comes Next

In this document, we will suggest ideas for advertising your unique Christian sports experience based on Biblical wisdom and provide practical ways to move forward.

Christians Buy Faith-Based Experiences, Not Tickets!

Introduction: Biblical Advertising Strategies

In marketing — whether for products, services, or college sports — there is a timeless truth: **confused people don't convert**. When messages are scattered, shallow, or purely transactional, people tune out. But when communication is clear, consistent, and rooted in **values**, people lean in. The **Bible** gives us the ultimate blueprint for this: **trust**.

"Trust in the Lord with all your heart..." (Proverbs 3:5). Trust is not just a biblical command; it is also the **currency of influence**. In advertising, trust is the strategy that always prevails. For Christian colleges, this means every campaign to grow game attendance should not simply promote an event — it should build trust with students, families, and the surrounding community.

Students choose to attend a Christian college because of shared values, purpose, and identity. The same motivations carry over into why they attend games. Sports become more than competition; they become experiences of **community, belonging, and mission**. This aligns directly with social identity theory: people connect deeply with groups that reinforce who they are and what they believe.



Why Biblical Advertising Works in Sports

Unlike conventional marketing, which often reduces people to “needs and wants,” **biblical advertising strategies speak to the deepest longings of the human heart — for love, truth, humility, service, and belonging.** Principles such as honesty (Proverbs 12:22), fairness (Leviticus 25:14), stewardship (Luke 14:28), and generosity (2 Corinthians 9:6–8) create a foundation for authentic engagement. When these values guide messaging, **attendance is no longer about selling tickets but about fostering a community rooted in trust, mission, and shared purpose.**

This relational approach not only fills seats — it strengthens loyalty, deepens emotional connection, and builds resilience even when team performance fluctuates. In other words, biblical advertising doesn’t just increase short-term attendance; it cultivates **long-term fan engagement and spiritual growth.**



The Goal: More Than Attendance

For faith-based institutions, the ultimate goal is not just a louder crowd in the stands but a stronger community on campus.

Advertising should:

Honor God in both message and method.

Build trust through truth and transparency.

Highlight stories of players and teams that inspire faith and unity.

Appeal to the heart by reinforcing belonging, identity, and shared mission.

When fans see authenticity — when they feel that a game represents not only athletic excellence but also Christian mission — they respond with greater loyalty, generosity, and commitment. This is why trust-based, values-driven advertising strategies are the key to growing sports attendance at Christian colleges.



Section 1 - The Mission of Christian College Sports Events

"Promote your program as one that glorifies God both on and off the field."

Biblical Foundation

Corinthians 10:31 – *"So whether you eat or drink or whatever you do, do it all for the glory of God."*

Insight: God's glory isn't just for church services—it's for everyday actions, including athletics. Sports can be a platform where excellence, humility, and witness work together to honor Him.

Colossians 3:17 – *"And whatever you do, whether in word or deed, do it all in the name of the Lord Jesus, giving thanks to God the Father through Him."*

Insight: Christian athletes represent more than a team; they represent Christ. Every play becomes a testimony.

Matthew 5:16 – *"Let your light shine before others, that they may see your good deeds and glorify your Father in heaven."*

Insight: A Christian sports program can be a public display of integrity, teamwork, and servant leadership—values that point people to God.



Why This Mission Matters

It Aligns the Program with Eternal Purpose- Sports end with a final whistle, but influence lasts beyond the game. A mission rooted in God's glory ensures your wins are not just on the scoreboard but in shaping lives.

It Differentiates You in the Marketplace - In a crowded sports environment, "another team" is forgettable. A program visibly committed to Christ stands out—not just for performance, but for character, community impact, and purpose

It Builds a Lasting Reputation - Fans, alumni, and sponsors value programs with integrity. A God-glorifying mission builds trust, loyalty, and long-term support.

Matthew 5:16

In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.

Practical Applications for Christian College Sports

1. On-Field Practices

Athlete Testimonies: Share player faith stories in programs, halftime videos, or social media.

Team Prayer: Begin and end games with visible, respectful prayer.

Sportsmanship as Witness: Encourage players to honor opponents and officials, even under pressure.

Example: A Christian basketball team ends home games by gathering both teams mid-court to pray. Video clips of this practice have gone viral, drawing thousands of positive comments about faith in sports.

2. Advertising Applications

Faith-Centered Branding: Incorporate Scripture, mission statements, or faith symbols subtly in promotional materials.

Themed Events: Host "Faith Night" or "Family Fellowship Game" with testimonies, worship music, and church invitations.

Multi-Channel Storytelling: Share photos, short videos, and behind-the-scenes devotionals on social media.

Key Takeaway

When Christian college sports programs make God's glory the center of their mission, every victory becomes an opportunity for ministry, every challenge a testimony of faith, and every season a platform for impact.

Proverbs 3:6 – *"In all your ways submit to him, and he will make your paths straight."*

When sports are submitted to God's glory, He not only directs the play on the field but the program's influence off the field.

**Section 2 -
Start With the
End in Mind —
Know What
You Expect**

Biblical Insight: Jesus teaches the importance of defining your goal and knowing exactly what you expect before you start. This principle applies to spiritual endeavors, business planning, and yes—even marketing.

Proverbs 16:3 (NIV) *"Commit to the Lord whatever you do, and He will establish your plans."*

Biblical Insight: The starting point isn't just mental clarity—it's spiritual clarity. Before launching a campaign, define your "win" in measurable, God-honoring terms and submit that plan to Him.



Advertising applications

Increase awareness of school's basketball players as measured by: advertising impressions, number of clicks to player profile on a website or Facebook page.

Increase the number of people that download a sports schedule. Goal - 30 downloads prior to season start.

Increase people that view a school's "Fan Experience" website page. Goal: 300 people visit page prior to season start.



Section 3
- Define a
"Target
Audience" and
understand
their desired
"Experiences"

Biblical Perspective

Even Jesus Himself practiced precise audience targeting.

Matthew 15:24 – *"I was sent only to the lost sheep of Israel."* Jesus knew His primary mission audience during His earthly ministry and tailored His messages, miracles, and travel patterns to reach them first.

Biblical Lesson: Clarity about *who* you're sent to first ensures you're effective and not wasting resources scattering seed on unprepared ground (Matthew 13:3–9).

Summary: Just as Jesus was intentional with His earthly mission, sports marketers must be intentional with *who* they are trying to reach. Defining your target audience before launching a campaign ensures that your message is relevant, your efforts are cost-effective, and your results are measurable.





Examples - Christian College Sports – Target Audience Profile

Theme Verse: *"I have become all things to all people so that by all possible means I might save some."* – 1 Corinthians 9:22

Paul knew his audience, adapted his approach, and kept the mission central.

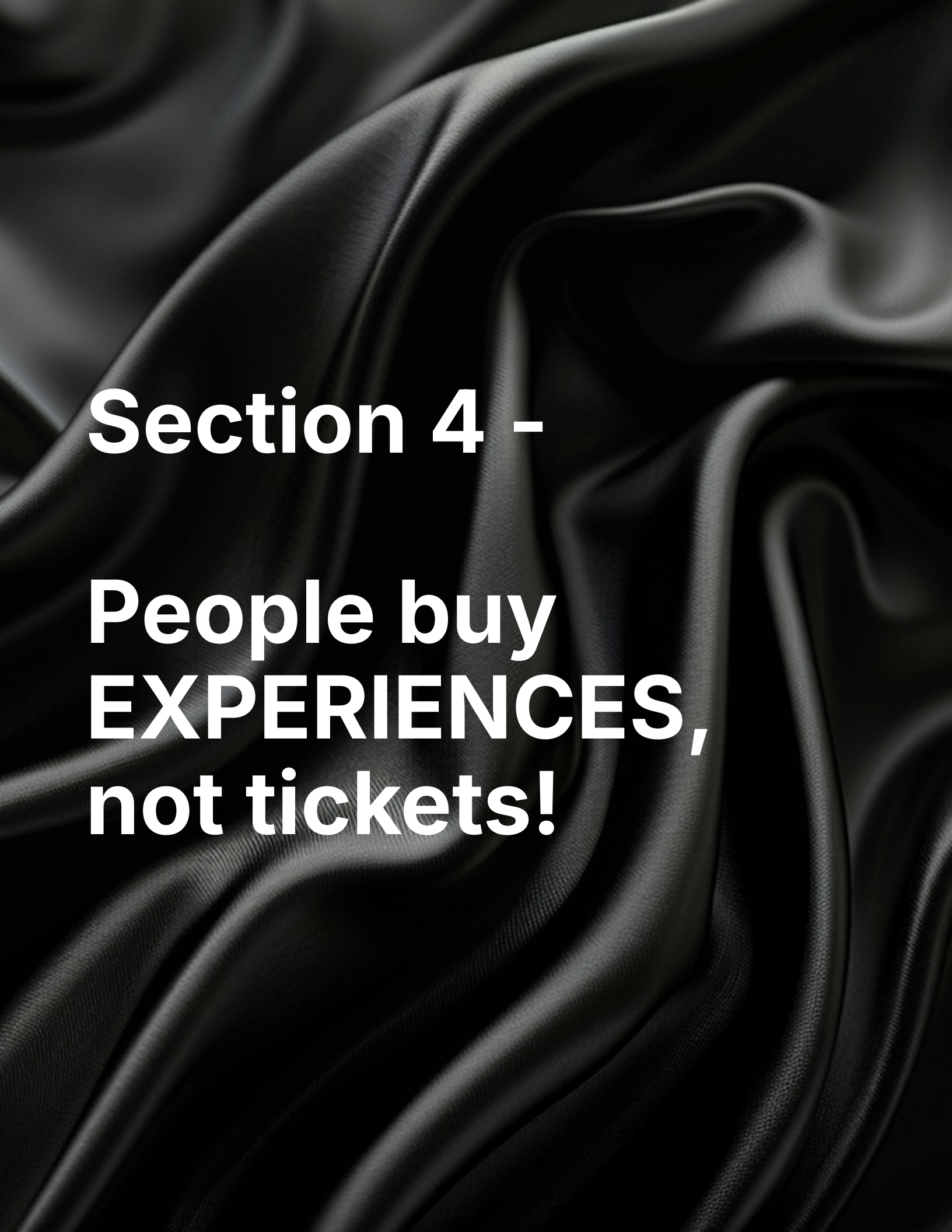
Target Audience - Core Audience Segments

1. Local Christian Families - Desired Experience - Fun family nights, faith-affirming community, kids seeing Christ-centered athletes in action.

2. Church & Youth Groups Desired Experience - Group bonding, spiritual encouragement, service partnerships (halftime testimonies, prayer time).

3. Local Community Sports Fans Desired Experience - Accessible, exciting games; local pride; family-friendly fun.





Section 4 -

**People buy
EXPERIENCES,
not tickets!**

The Meaning Behind the Statement

When someone purchases a ticket to a game, they aren't simply paying for a seat in the bleachers. They are investing in the **experience**: the atmosphere, the excitement, the community, the memories they will make.

- **A ticket is the access point.**
- **The experience is the value.**

This principle is true in the Bible as well—God's people were not called to rituals for the sake of rituals. They were invited into **living experiences** of His presence.

Biblical Connection

Psalm 34:8 – *"Taste and see that the Lord is good; blessed is the one who takes refuge in him."* → The psalmist doesn't say, "Read about God" or "hear about God." **He says experience Him**—"taste and see." People long for encounters, not concepts.

John 1:39 – When the disciples asked Jesus where He was staying, He replied, *"Come, and you will see."* → Jesus invited them to **experience His life**, not just hear teaching.

Sports fans, like believers, don't want just "entry." They want to belong, to feel the energy, and to take part in something bigger than themselves.

Practical Applications in Christian Sports Marketing

For a Christian college or sports program, this truth is essential:

Defining the Experience Matters - **If you only promote “tickets,” you’re competing on price and convenience. But if you define the experience—faith, community, family, fun, and God-honoring competition—you offer something no secular program can.**

Examples of Desired Experiences for Christian Sports Fans:

- 1. Faith Integration:** Fans may expect prayer before games, Christ-centered values on display, or testimonies from athletes.
- 2. Family-Friendly Atmosphere:** Parents want a safe, wholesome environment where their kids can cheer, play, and be inspired.
- 3. Community Bonding:** Fans want to feel like part of a family, not just spectators.
- 4. Spiritual Encouragement:** Music, devotionals, or team culture that points to Christ.



Modern Day Sports Marketing Application

A family wants their kids to see role models who pray and play with integrity.

A donor wants to feel they're investing in a program shaping young lives for Christ.

A student doesn't just want to watch a game—they want to feel the excitement of being part of a school that glorifies God through competition.

Bottom Line: In both faith and sports, people don't buy "access." They buy moments, meaning, and memories. Defining and delivering those experiences ensures fans keep coming back—not just for the scoreboard, but for the spiritual and communal value that only Christian sports programs can provide.





Section 5 - Signature Experiences Market and Deliver

1. Faith-Centered Game Environment

Experience: Fans feel God's presence woven into the event—prayers before games, Christ-honoring music, and scripture on video boards/programs.

Bible Verse: *"Whatever you do, do it all for the glory of God."*
(1 Corinthians 10:31)

Fan Expectation: *"I want to see a program that stands out as different—one that honors Christ in competition."*

2. Family-Friendly Atmosphere

Experience: Activities for kids (halftime games, autograph sessions, inflatables), safe environment, affordable concessions.

Bible Verse: *"Let the little children come to me..."* (Matthew 19:14)

Fan Expectation: *"I want my kids to have fun, be safe, and leave inspired by positive role models."*

3. Community Fellowship

Experience: Local churches, alumni, and families gather as one. Post-game meet-and-greets, tailgate-style fellowship meals, or church night promotions.

Bible Verse: *"And let us consider how we may spur one another on toward love and good deeds... not giving up meeting together..."* (Hebrews 10:24–25)

Fan Expectation: *"I want to connect with others who share my faith and community spirit."*

4. Athlete Role Model Moments

Experience: Fans witness athletes giving testimonies, serving in the community, or leading team devotions. Players available post-game for prayer or signing autographs with scripture.

Bible Verse: *"Set an example for the believers in speech, in conduct, in love, in faith and in purity."* (1 Timothy 4:12)

Fan Expectation: "I want my kids to see athletes who play hard and live with integrity."

5. Inspirational Game Day Storytelling

Experience: Halftime or pre-game features highlighting athletes' journeys of faith, testimonies of God's work in their lives, or alumni success stories.

Bible Verse: *"We will tell the next generation the praiseworthy deeds of the Lord..."* (Psalm 78:4)

Fan Expectation: "I want to leave encouraged—not just entertained."

6. Memorable Traditions

Experience: Establish rituals unique to your program—team prayer circles, a school-wide anthem, or a community "faith walk" around campus before big games.

Bible Verse: *"Stand firm and hold fast to the traditions you were taught..."* (2 Thessalonians 2:15)

Fan Expectation: "I want to be part of something special that I can't get anywhere else."

7. Missional Purpose

Experience: Every game is more than competition—it's a ministry opportunity. Portions of proceeds could support local missions, or each game could spotlight a cause

Bible Verse: *"Therefore go and make disciples of all nations..."* (Matthew 28:19)

Fan Expectation: "I want to know my support is part of something Kingdom-impacting."



Section 6

- Focused Ads

Experience-Based Ads (General)

1. Don't just buy a ticket—experience the energy, faith, & community at [School Name] Basketball! Come & see the difference!
2. Tickets give you entry. The EXPERIENCE gives you memories, joy, & belonging. Join us game night at [School Name]!
3. More than a game. It's family. It's faith. It's unforgettable moments together. Come cheer with us!
4. Seats fill fast—but it's not the seat you're buying, it's the experience! Secure yours today at [School Name]!

Faith-Integrated Ads

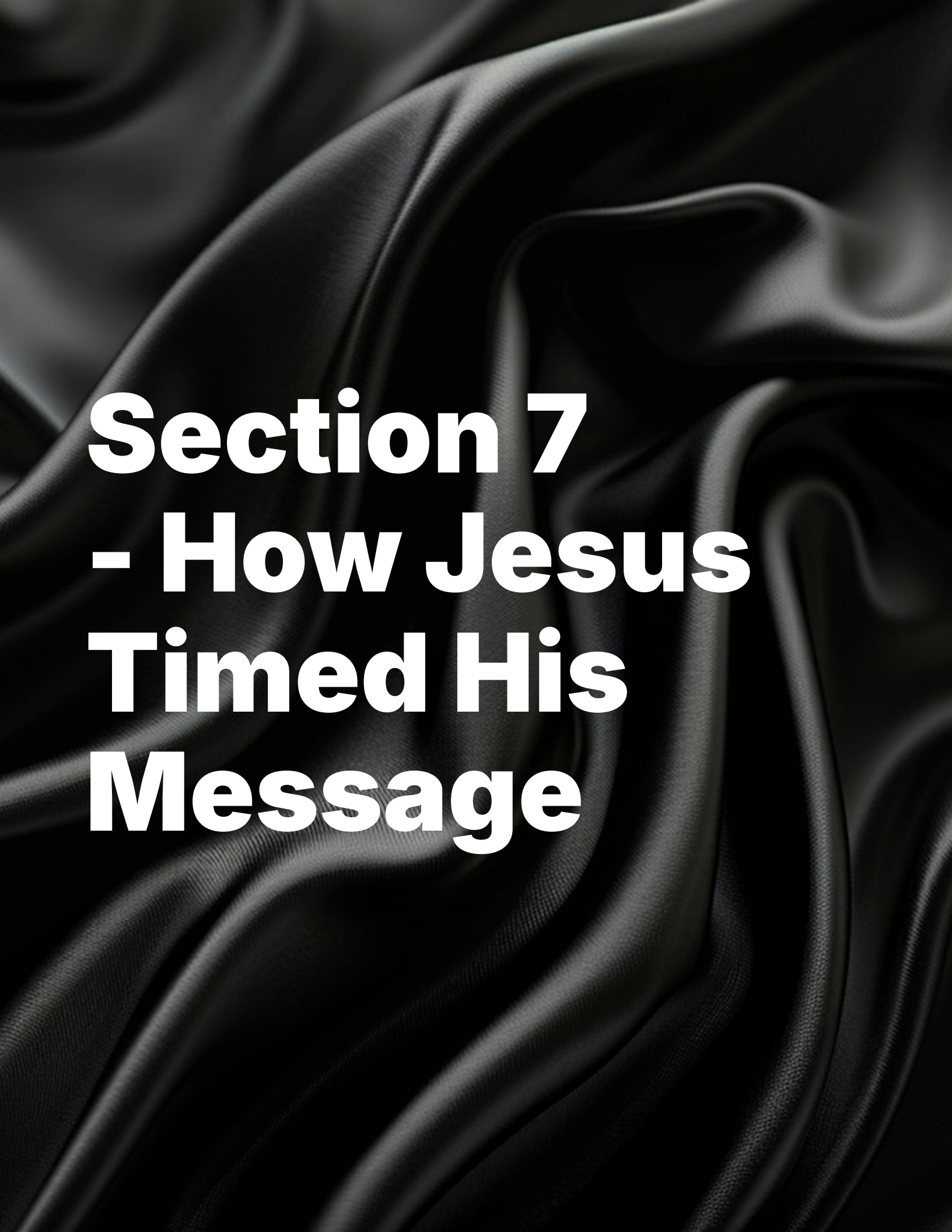
5. Taste & see that the Lord is good!" (Ps 34:8) Experience faith, fun, & family at [School Name] Basketball.
6. Jesus said, "Come & see." (John 1:39) Don't miss the faith-filled excitement of [School Name] game night!
7. Prayer. Integrity. Competition that glorifies God. Experience basketball that's bigger than the scoreboard!

Family-Friendly & Community Ads

8. Looking for family fun that builds faith? Bring the kids, meet the players, & be part of the [School Name] family this weekend!
9. Safe. Fun. Inspiring. A game night experience your whole family will love. Join us at [School Name]!
10. Belong to something bigger. Join the crowd, cheer with community, & celebrate Christ-centered competition!

Donor & Supporter Focused Ads

11. Not just a ticket. An investment in young lives for Christ. Support [School Name] Basketball this season!
12. Every cheer fuels more than the game—it builds faith, character, & community. Experience it live at [School Name]!



Section 7

- How Jesus Timed His Message

"Now the crowd that was with Him when He called Lazarus from the tomb and raised him from the dead continued to spread the word. Many people, because they had heard that He had performed this sign, went out to meet Him. So the Pharisees said to one another, 'See, this is getting us nowhere. Look how the whole world has gone after Him!'" – *John 12:17–19*

Biblical Insight Jesus' timing was intentional. He entered Jerusalem during Passover week—when the city population swelled by hundreds of thousands. He knew His message would be amplified by speaking when people were already gathered and eager to hear. His timing ensured that His mission reached the maximum audience at the most strategic moment.



Sports Marketing Application: Timing Strategy

Christian colleges can follow this same principle. Instead of scattering promotions throughout the year, align your biggest marketing pushes with peak audience moments—high-traffic seasons, campus events, and community rhythms. Timing your message when people are already present increases impact, reach, and response.

Enhancing Timing with Geo-Fencing

One modern tool to apply this principle is geo-fencing.

What it is: Geo-fencing uses mobile location data to trigger automated actions when a device enters or exits a defined area. In sports marketing, this allows you to send targeted alerts or ads to fans when they're near basketball-related venues or events.

How it works for fan growth: If the goal is to increase attendance at your basketball games, set up geo-fences around key locations where basketball fans already gather:

- Local high school basketball games
- YMCA basketball leagues
- Community recreation centers
- FCA basketball tournaments

When someone attends these events, their smartphone can receive your "Join us at [School Name] Basketball this week!" message. By reaching them in the right place at the right time, you connect with people who already have an interest in basketball and are primed to respond.

Just as Jesus strategically timed His message for maximum impact, Christian sports programs can amplify their reach by combining intentional timing with tools like geo-fencing—delivering the right message, to the right audience, at the right moment.

Summary

Christian college sports marketing succeeds when it moves beyond hype and highlights to trust, prayer, mission, clarity, audience focus, and authentic experiences.

- **Trust** is the currency that sustains influence.
- **Prayer** aligns campaigns with God's will.
- **Mission** keeps the focus on glorifying God, not just winning games.
- **Clarity of Goals** ensures effectiveness and stewardship.
- **Audience Definition** allows messages to connect with hearts.
- **Experience-Based Marketing** transforms games from transactions into testimonies.
- **Signature Experiences** create lifelong memories rooted in Christ.

Key Insight:

When sports programs honor God first, every campaign becomes ministry, every fan becomes family, and every game becomes a platform for Kingdom impact.



I pray this ebook has sparked new ideas and encouraged you to see marketing through a Biblical lens. The journey doesn't end here—we're building a community where Christian leaders, marketers, and athletics professionals can continue sharing insights and strategies rooted in God's Word.

I invite you to join our LinkedIn group: Biblical Advertising Strategies for College Athletics. It's a place to learn, connect, and encourage one another as we promote college athletics and grow His Kingdom together. [Click here to visit group.](#)

If you'd like personal support or guidance, feel free to contact me by [clicking here.](#)

You'll also find additional free resources to equip and inspire you - [click here.](#)

Thank you,
Don Koehler
Email: DonKoehler@acrstrategies.com
www.acrstrategies.com/sports

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Matthew 5:15

“You are the light of the world. A town built on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead they put it on its stand, and it gives light to everyone in the house.”