



PRODUCT FEATURE

Events

Quality, innovative and dependable products...
 Featuring a single must-have product for events & meetings...



Case History:

Stadium Cushion (7600)

Objective:

A minor league baseball team had been experiencing a decline in attendance as well as sales of concession products. Their goal was to increase both.

Strategy:

The marketing department of the minor league team decided upon the #7600 stadium cushion as the best vehicle to accomplish their attendance goals. The team's name, mascot and current roster was imprinted on one side of the cushion while on the other side was the teams complete schedule of games both home and away.

Additionally the team was able to obtain several advertisers at \$200 per 3" x 3" ad space thereby offsetting nearly the entire cost of the promotion.

The team spread the word through the local newspaper and radio shows that the first 500 people through the gates at the next three home games would receive the free stadium cushion.

Results:

The management of the minor league team was pleased with the results of the stadium cushion giveaway. In fact, the weekly attendance record was broken and attendance remained strong through the rest of the year.

This promotion worked so well that management decided to incorporate it 4 times during the season, giving the majority of local businesses the opportunity to sponsor the stadium cushion giveaway.

Stadium Cushion (7600)

An enduring favorite for a good reason! Excellent fund raising tool for schools, charity events, community promotions and more! Ask about our program pocket accessory and two-tone vinyl options!

- Several sizes available!
- Size: 14" x 14" plus handle (1" foam)

AS LOW AS \$3.22 (C)