

## Type of Client/Industry:

Association for Marketing Professionals.

## Target Audience:

Association members in the Architect, Engineering, and Construction Industries



## Primary Objective:

To raise money to provide Scholarships to High School students and current College Students who will/are majoring in the Architect, Engineering, and Construction Industries and Members.

## Strategy and Execution:

They are handing out all the co-branded ear buds to all of the golfers as a thank you gift for their contribution and support in helping raise money for the winners of the Scholarships.

## Results:

We raised approximately \$11,200 The ear buds were a huge hit with all of our golfers. We even had someone who was not golfing ask to buy a pair which put an extra \$60 in the scholarship fund! I love mine, use them all the time!

(They sold these to raise the money for a scholarship fund at a golf outing.)