

Success Story



- Category** Trade Promotion
- Client** Edy's Ice Cream – Pick'n Save – Potawatomi Casino - Sprint
- Audience** Milwaukee Brewers & Kansas City Royals Game Day Promotion Recipients
- Description** Game day give-away to all fans. Advertising sponsorship opportunity.
- Vehicle** Schedule Magnet handed to fans upon entering gate.
- Exposure** Regional
- Goal of Program** Increase sponsor visibility by providing a game day giveaway of a schedule magnet. An item that would be referred to on numerous occasions.
- Term of Program** April 2009/September 2009
- RMG Services** Design and produce schedule magnet. Repackage and ship to end user with a program coordinator dedicated to the schedule magnet projects.
- Volume** 255,000 total (Milwaukee Brewers – 165,000 & Kansas City Royals – 90,000)