

Success Story



Category College Basketball Game Day Giveaway – Court Blanket

Client MillerCoors

Audience Marquette University Basketball Fans

Description Custom designed premium game day giveaway of a blanket replica of the basketball court for one row of fans (14) at designated home games.

Vehicle Row randomly selected during game creating excitement and focus on the Miller brand during that segment of the game.

Exposure Regional

Goal of Program To increase sponsor visibility.

Term of Program November 2008 – February 2009/November 2009 – February 2010

RMG Services Source premium ideas that would excite fans and produce a positive image for the sponsor for game day giveaways. Created multiple designs for MillerCoors selection. Procured selected blankets, repackaged to client's request and shipped to end user.