

University of Texas Longhorn Foundation

BEAT BOX



INTRODUCTION

DME Delivers and the University of Texas Longhorn Foundation have been working together for the past five years on the Longhorn Foundation’s membership kits. We have worked closely with Dustin Miller and Jacquie Mattson of the Foundation to meet their needs.

THE CHALLENGE

This past year, Dustin and Jacquie approached us with a new directive. We had provided them with several solutions in previous years pertaining to their current members. Now they wanted to raise the awareness of their Longhorn Foundation brand to their current students.

Most of their students were only reaching out when they wanted season tickets so the relationship between the Foundation and the students was more transactional than relationship-based. Our mission was to develop a new and exciting way to cultivate more of a connection to the students before they graduated and a way for the Foundation to better engage them.

THE SOLUTION

After collaborating with Dustin and Jacquie about this project, DME Delivers developed a Longhorn Foundation-branded Beat Box. The Beat Box is a customized full-color box that each student donor receives.

The Beat Box contains several components, including 11 Beat cups. The Beat cups are non-disposable and have a different design on each one to highlight a different game of the Longhorns season. We also included 12 Beat stickers within the box. Just like the cups, there was a different beat sticker for each game, which had a matching design to its corresponding game’s Beat cup

Additionally, we provided sunglasses and a sunglasses strap inside the Beat Box. Both of these items were branded with the Longhorn Foundation logo to further increase visibility and awareness of the Foundation. These two items are very effective from a branding perspective in that they are not one-time premiums, but will be continually worn over multiple gamedays and over the course of several seasons.

Finally, we included the student membership card, which is personalized with the student’s name and their Longhorn

Foundation account number. The Foundation also provided an added incentive with this membership card. Students who bring the card to each home game simply show it at the ticket entrance and are allowed to bypass the line of students who aren’t Foundation members for immediate entry without waiting.

SUMMARY

The Longhorn Foundation Beat Box with the custom design, Beat cups, Beat stickers, sunglasses, sunglasses strap and student membership card was a huge success in only its first year. Not only was the Beat Box well received by the students, DME Delivers helped the Longhorn Foundation increase its membership by 3,000 students through this program. More importantly, that increase represents students that now have a valued relationship with the Longhorn Foundation and who will have a better likelihood of remaining Foundation members after graduation.

DME Delivers can customize a Beat Box program for your school or athletics program as well. It doesn’t matter what your enrollment size or program requirements are, we can build a Beat Box program with components for you that will engage and excite your students. There is no time like the present to get ahead of the curve and start adding student members.



Increased membership by 3,000 students.



Increases likelihood of remaining Foundation members after graduation



Fully customized box and branded products