

UNIVERSITY OF MINNESOTA
BOMBER CAP



INTRODUCTION

The University of Minnesota's Gopher Sports Properties (GSP) has relied on DME Delivers over the past several years to provide reliable sponsorship activation for many of their valued partners. DME has worked hand-in-hand with GSP Vice President Greg Gerlach and Senior Manager for Business Development Matt Sherman to provide meaningful co-branded promotional items and premiums to these sponsors.

THE CHALLENGE

The challenge that never subsides in the promotional items industry is being able to exceed expectations for clients over and over again despite the bar continually being raised. That was what DME was charged with doing for Subway, one of Gopher Sports Properties' top sponsors. GSP enlisted DME to provide a co-branded giveaway item for students and fans at a home Gopher football game with Subway as the sponsor.

THE SOLUTION

DME excels at finding ways to showcase premium items that go well beyond a one-time use. Our solution for GSP and Subway was our fleece bomber cap that comes customized in any style or color to match a school's and sponsor's branding specifications.

Additionally, we knew that in the autumn of a cold-weather environment like Minnesota, the bomber cap would be a natural fit that was as much practical as it was promotional. In essence, we were providing a premium wearable item that would give Subway a multi-game return on investment. Students and fans would have a greater likelihood of wearing the bomber cap back to remaining football games and throughout the winter based on the fact that it was a warm item for cold weather. More importantly, as a co-branded item, the students would also wear it to support their school and team.

DME took all of these factors into consideration when considering the perfect promotion for GSP and Subway. In selecting the custom bomber cap, we knew that what ultimately brings a sponsor and a multimedia rights partner such as GSP together are items with a high-perceived value. The bomber cap certainly fit that bill.

SUMMARY

Gopher Sports Properties' client, Subway, was thrilled with the sponsorship activation created from a stadium filled with people showcasing the Subway brand. On top of that, the students and fans were elated to receive a University of Minnesota-themed bomber cap. Through this promotion, DME transformed Gopher students and fans into brand ambassadors. They were part of a phenomenal experience that fostered incredible optics on a nationally-televised broadcast.

