



*"DME delivered on a highly impactful and completely customized mailer for UM Athletics 2020 football season ticket renewal campaign. A very collaborative design process and project timeline equipped us with the ability to act fast, make necessary adjustments and as the end result, delivered a product that wowed our most important customers. Attention to detail and effective communication is the best way to describe the high level of service we received throughout the entire process. We look forward to working with DME again!"*

### DAN BOYD

(Associate Athletic Director – Sales & Service)

### INTRODUCTION

Enrollment Services and Admissions Specialists  
The University of Miami was looking for a new and exciting way to provide its football season ticket holders with a renewal package that would generate excitement heading into their 2020 campaign. They enlisted DME Delivers to provide a solution that would not only captivate their intended recipients, but that would meet the University of Miami Athletics needs and timelines as well. They placed their trust in DME to accommodate these goals and to utilize our vast experience in design, personalization and component selection of high-quality mail pieces.

### THE CHALLENGE

One of the biggest challenges facing colleges and universities across the country is the struggle to increase attendance or even maintain consistent ticket sales. The fight for the entertainment dollar is very real and affects schools at every level and fans in every state. For universities to continue to see their numbers grow they need to focus on every little detail and leave no stone unturned.

The challenge for DME Delivers was that Miami not only wanted to make their 2020 football season ticket renewal package a showpiece, it also had to be completed on a tight deadline while still achieving maximum impact. The University of Miami Athletics wanted DME to provide a colorful new design for the renewal package. The packages also had to arrive in mailboxes before the holiday season.

Business Development Manager Carl Erickson would spearhead the project for DME Delivers and work alongside Dan Boyd, UM Associate Athletic Director for Sales & Service, to ensure the project exceeded the University of Miami Athletics expectations. While Miami's specifications for the renewal package project were closely aligned with DME's capabilities, Erickson and his team at DME knew that going the extra mile on the intangibles, communication and level of service would have the biggest effect.

### THE SOLUTION

DME started the process by selecting a 10" x 12.5" full color embossed envelope that prominently displayed the iconic University

of Miami logo on the front. This eye-catching packet was guaranteed to garner attention as soon as the recipient took it out of their mailbox.

The mail shell was only the tip of the iceberg, however. Inside the renewal packet, the season ticket holder received a member benefits chart, a 9" x 29" full color insert outlining what it means to be a Hurricane season ticket holder, information and timelines on renewing their season tickets, personalized invoice information and a return envelope.

More importantly, DME was able to produce, assemble and mail over 7,300 of the renewal packages on time prior to the holiday. Through DME's diligent attention to detail and understanding of the University of Miami Athletics wants and needs, we were able to deliver a stunning final product and generate enthusiasm and season ticket holder response for the University of Miami.

### SUMMARY

In today's collegiate environment there may be many avenues leading to your final destination, but it is through continually surveying the landscape and evolving that you ultimately choose the most efficient and rewarding path on your journey.

DME strives to go above and beyond by providing our customers with more than just a mail piece. We focus on putting our customers first and becoming a part of their fabric so that we end up looking through the same lens that they do. The final result of Miami's season ticket renewal package was as rewarding for us at DME as it was for the University of Miami. Re-energizing season ticket holders or any affinity group is at the forefront of everything we do.

Let DME customize a season ticket renewal package of any size or scope for your school or athletic department. We would love to provide you with the same level of service and care that we furnished Miami.