



Case Study: GRASSROOTS ACTIVATION

A National Campaign Executed at the Community Level

Project Highlights

- Hardee's looking to increase their brand in Midwest.
- Sports Image® executed turnkey plan to get client exposure in local communities over 4 states.
- Implemented over 14 - month period with minimal impact to client cash flow.
- New 8' scoring tables, banners & revenue valued at over \$400,000 delivered to 200 schools.

Sports Image®

- Established in 2002.
- Helping thousands of schools & organizations nationwide.
- Given over \$900,000 in cash and \$10,000,000 in equipment.
- Founded #2 Nationally - Ranked *Good Sam Flyin' To The Hoop Basketball Invitational* (flyintothehoop.com).

The Game Plan

A National Restaurant Chain was looking for a way to promote their BRAND and ENGAGE THEIR STORES with their communities on a local level over a 4-state area.

The Execution

Sports Image® developed and executed a plan to promote the client in 200 basketball arenas throughout schools in the Midwest.

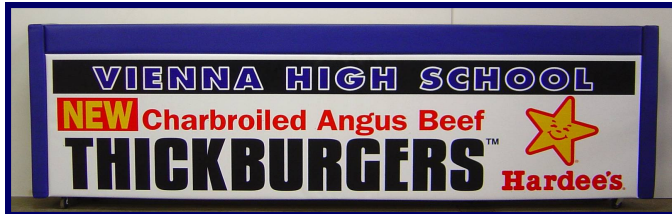
Through its extensive network of resources, Sports Image® provided equipment with the client prominently displayed on it as well as money to those schools.

The schools received either a new scoring table at NO COST or a client sponsor banner to hang and revenue check that they could use to offset budget deficits.

Sports Image® managed the entire process - from initial school contact to contract signing to equipment delivery & activation - with little intervention on the part of the Client.



The Final Score



- 200 schools over a 4-state area received a scoring table for athletic events in their gymnasium or banner signage and a revenue check for their athletic department.

- Hardee's received full-color signage in 200 venues for **2 YEARS** while looking like a "hero" to local communities for providing revenue & equipment to the schools.
- In addition to signage presence, Hardee's also had an opportunity to further increase ROI through the following 'activation points':
 - Placing a complimentary **ad** in schools' sports programs at **64 schools**
 - Placing a **photo** and article in the local newspapers in **70 school districts**
 - Being recognized as the scoring table sponsor at a **dedication night** at the school, and
 - **Distributing coupons** and/or having a **kiosk** in **132 schools** during sporting events.

*"The official scoring table is a great asset to our athletic program. We will always recognize Hardees as a valued supporter."
- Ms. Pam Manning, Principal, Cahokia (IL) School District*