UPIC:Pioneer
ASI 78200

Success Stories

ADVERTISER: Local Pep Club and P.T.A.

OBJECTIVE: To increase enthusiasm and to help raise money for the pep club as well as encourage media coverage of local sporting events.

PRODUCT: 2" wide x 60" long Qualatex® AdWave® latex balloons with an imprint of the school's mascot name.

DISTRIBUTION: The balloons were inflated with nitrogen and sold during school events. (i.e. football & basketball games, track, band competitions, etc.)

RESULTS: The balloons were a huge success and created a lot of enthusiasm for each event. The pep club raised enough money to help the cheerleaders purchase some additional equipment. The school loved the balloons since they don't make any noise and everyone in the crowd loved the "flying colors"!

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For additional product information, see the current *Pioneer Line* catalog or visit www.pioneerline.com