



UPIC:Pioneer  
ASI 78200  
SAGE 56460



**ADVERTISER:** Westview Kid Fest.

**OBJECTIVE:** To promote the festival with a unique product and raise funds for the festival committee.

**PRODUCT:** 16" AdPunch™ Balls.

**DISTRIBUTION:** Custom printed AdPunch™ balls were sold to festival-goers as souvenirs. In addition, part of the proceeds were donated to the local children's hospital.

**RESULTS:** The punch balls were a success, according to festival officials who said all the punch balls were sold before the event was over. The punch balls captured attendees' attention, provided a festive atmosphere, served as a souvenir of the event, and proved to be an effective fund-raiser for the festival.



For additional product information, see the current *Pioneer Line* catalog  
or visit [www.pioneerline.com](http://www.pioneerline.com)

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