

Merchandise Fulfillment Case Study

Aquapalooza

Application: Event Support

Client: Sea Ray Boats

Challenge: To coordinate the inaugural event of Aquapalooza as one unified party at 80 locations across the US.

Goals:

- Design and coordinate the delivery of all promotional products to the “Largest on Water Party” Signature Event, as well as, 80 events around the country.
- Coordinate and oversee the Signature Event along with other partners in the Marine Marketing Group.

Solution: Threds designs T-shirts and coozies that represent the Sea Ray lifestyle. We delivered promotional products against participant registration needs in 82 locations and worked directly with Sea Ray’s dealers to carry out the local events while attending and servicing the Signature Event.

Results:

- The event attracted 20,300 consumers and over 4,300 boats to 82 separate, but coordinated events.
- The event received quality publicity for the Sea Ray brand with editorial published in 22 regional articles and 31 local articles.
- The event won several awards including the Mercury Award, for special events.