



## Merchandise Fulfillment Case Study

“Turn Up The Heat”

**Application:** Event Support

**Client:** Tennessee Natural Gas

**Challenge:** Create the World’s Largest Orange and White Checkerboard at the University of Tennessee (UOT) basket ball game.

### Summary:

Threds, in partnership with Vol Network, created and executed the Turn Up the Heat promotion for Tennessee Natural Gas. Leveraging the hype around the Volunteers, the UOT mens’ basketball team who were having an exceptional season, Threds and Vol Networks were able to create an event that gained exposure for Tennessee Natural Gas, the first statewide sponsor of the Tennessee Volunteers.

Threds creative department designed the perfect logo for the event and created T-shirts that promoted the team colors and gained exposure its sponsor. Threds dedicated account executives worked closely with the client to produce 20,000 customized shirts within 2 weeks and within budget. Our organized support staff ensured every chair in the Thompson Boling Arena had the right shirt and built excitement among attendees to participate. The results were unprecedented exposure for the team and Tennessee Natural Gas and, the creation of the worlds’ largest orange and white checker board.

### Results:

- Tennessee Natural Gas received publicity for their sponsorship via radio, print, television, and Internet, as well as, on site branding.
- National publicity from several sports stations including ESPN.
- The University of Tennessee won a national award from the NCAA for having the best single game ticket promotion for 2005.