



# PANTHERS

**High Point University**

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**Category:** New Revenue Generating Idea

**Promotion:** Retro Yard Sale

**Target:** HPU Students, Faculty, Staff, Alumni, Fans, and local community

**Promotion Details:** At the beginning of the school year, High Point University designed a new athletic logo and brand. The University and Panther Club invested a tremendous amount of time and money into this project. With basketball season just beginning we wanted to create a big bang with our new logos, while transitioning our students and fans into wearing more High Point University apparel to athletic events. While thinking about what we can do, we also wanted to piggy back on the major trend of retro uniforms in today's apparel market.

Our first objective was to begin the evolution of our new uniforms and logos, while trying to figure out how we can generate revenue and discard old apparel. We decided to have a Retro Yard Sale, which we collected apparel from each team on campus and sold every item for \$10, or two items for \$15. Some items included, golf polos, basketball jerseys, shorts and warm-ups, and cheerleading uniforms. We promoted this event within the newspaper and held the yard sale at the first three Men's Basketball home games, encouraging the fans to come early or they would miss out on this opportunity. This event was a tremendous success, but will only work over a given period of time due to amount of apparel built up within a small school.