

# CASE STUDY

## Driving Change: American-Made Awards Shine at Golf Event

### BACKGROUND:

A large industrial manufacturer holds an annual appreciation golf outing for their top customers. The company pulls out all the stops for this event – from the golf course and hotel, to the meals and drinks and everything along the way, it truly is a “leave your wallet at home” event for their clients! Any “profits” for the event are donated to a local charity. Committed to supporting domestic manufacturing, the company sought to feature exclusively Made in the USA products at the event.

### CHALLENGES:

The challenge arose when the company tasked its promotional distributor with sourcing high-quality, Made in the USA items with a perceived value befitting the esteemed clients attending the golf outing.

### SOLUTION:

In response to the challenge, the distributor partnered with Pacesetter to develop custom award solutions. Collaboratively, they crafted beautiful custom awards, selecting design infusion and multi-layered pieces to add depth. The teams were confident that these awards would impress the company's owner.

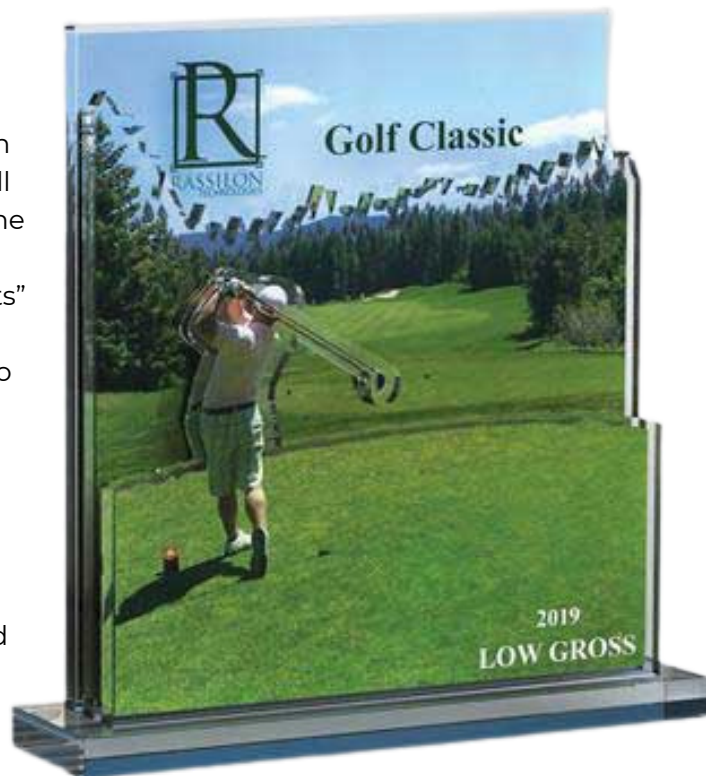
### OUTCOME:

The custom awards were an instant hit, with attendees expressing delight at seeing their names on each tablet, making the awards truly their own. Not only did the awards arrive on time, but they also came in under budget by nearly \$3,000. This surplus enabled the industrial manufacturer to make its largest donation ever to a local charity, marking a true hole-in-one success for both client appreciation and charitable giving.

### LONG-TERM SUCCESS:

The distributor has seen this golf outing grow along with his relationship with the event host, creating reorders annually.

As a result of receiving a custom award, golf outing guests have also placed orders for recognition solutions. This golf event has been an incredible source of referral business.



### FINANCIAL IMPACT:

With a budget of \$12,000 allocated over a three-month period, the company successfully procured 106 Made in the USA awards for their annual golf outing, resulting in substantial savings of \$3,000

### KEY TAKEAWAY:

1. Having a supplier who has a deep inventory of USA made products and can offer a variety of solutions to serve your clients is GOLD.
2. Custom awards are designed to fit ANY budget.