



FREETOWN POLO & HENLEY

MEN'S 3145 & WOMEN'S 2143

CASE STUDY

MARKET: Large Financial Institution with banks in the South

PRODUCT USE: Attendee Gift for Golf Chairman's Circle Tournament

OPPORTUNITY: The client was having a large outdoor tournament in the spring and wanted more of a "resort" looking polo but didn't have a budget to purchase some of the more "typical" brands that can be often seen at golf tournaments. They also wanted to avoid polyester and wanted a softer cotton polo for a more resort feel. While budgets were a concern, they wanted to make sure the polo had a high-quality look and feel, was fashionable, and came in white.

SOLUTION: The Freetown was the perfect solution because it met their budget needs, is 100% cotton, is available in white, and has a women's Henley version for attendees who don't like wearing polos. The artwork was bright and colorful, which really popped on the white fabric giving it a great resort look and feel. In addition to purchasing Freetown for the attendees, they encouraged and sold to employees who were working the tournament, which created a nice cohesive feel for the event and got the attendees excited about their gift.