

RALLY TOWELS

CASE STUDY



INDUSTRY: Giveaways

END USER: Concert Attendees

OBJECTIVE: Promote the “After Party” DJ Set by Pete Wentz and special guests.

ITEM: 1116HI - Promotional Rally Towel
11”x16”, 1.0lb./doz., 100% cotton
Flat woven, hemmed.

Colors: White

ART: Custom

RESULT: Rally towels were handed out by Altar Bar’s street team at the end of the Fall Out Boy concert at Stage AE.

RESPONSE: “Rather than just typical flyers, the promotional towels that were provided for our concert gave us a unique way to promote our event. These towels are a fresh new approach to street promotions.” - Josh Bakaitus, Drusky Entertainment

