

FOR IMMEDIATE RELEASE

BBI Marketing Hooking Teams Up With New Fundraiser!

Pittsburgh, PA. – October 17, 2011 – BBI Marketing, the company that helped CollClubSports teams raise thousands of dollars last season through their “Delivering the Dough” fundraiser, has just unleashed its latest program designed to help CollClubSports teams raise money. Through “HookUpTheU,” teams will have the opportunity to raise a few thousand dollars with minimal time and effort on their part, as BBI Marketing handles the brunt of the work involved.



Here is how it works:

Once a team registers for “HookUpTheU,” BBI Marketing compiles a list of businesses within a five-mile radius of the University campus. These businesses will range from restaurants and bars to hair salons and movie theatres – basically anywhere around town where students might be shopping and spending money. That list is then sent to the team where they rank the businesses they feel are frequented the most by their fellow students. Once the team has ranked the top 50 or so businesses, they send the rankings back to BBI.

BBI then calls on the highest ranked businesses to gain their participation in the program. Participating businesses will agree to offer a certain discount to any customer that has a “HookUpTheU” bracelet. Once an extensive amount of businesses have agreed to join, a “HookUpTheU” web page dedicated exclusively to each specific university is set up. This website will list all participating businesses and the corresponding discounts they offer.

After the website has been set up, BBI will begin printing “Lance Armstrong style” bracelets in the school’s colors with their specific “HookUpTheU” web address printed on them. The team then sells these bracelets for \$10.00 a piece, making a profit of \$5.00 per bracelet sold. Anyone wearing one of the bands receives all of the deals at any of the participating businesses.

****The process takes about three weeks to go through the list, set up businesses and produce the wristbands. As such, teams should be sure to send their request in advance, so that way their fundraiser can start when they are ready.*

“This is not your typical car wash or bake sale fundraiser,” said HookUpTheU Sales Manager, Sean Kerr. “We provide the list, the calls and the businesses. All the athletic team has to do is sell the bands and they have the opportunity to make over \$5,000. With the deals these wristbands produce, they will practically sell themselves!”

BBI President Bonnie Brown pointed out that, while the main goal of this program is to allow teams to raise money, HookUpTheU is designed to benefit more than just the teams. “This program truly is a win-win-win for everyone involved!” she said. “The athletes make money for traveling, the University Community is able to get great deals from businesses around them, and the businesses are able to use the HookUpTheU.com website as a marketing tool to create loyalty with HookUpTheU supporters.”

“It’s rewarding to know that our efforts in creating the HookUpTheU fundraiser will help so many young athletes,” Brown added. “This program has been one of the most exciting marketing projects I have ever worked on. The staff at BBI Marketing has truly enjoyed working with the teams and businesses so far, and we are excited about continuing this program for many years to come!”



850 Ridge Avenue
Suite 301
Pittsburgh, PA 15212
Office: (412) 321-8440
Fax: (412) 321-4088

For more information on the HookUpTheU fundraiser and how to sign up, visit http://www.bbihotelmarketing.com/fund_prog.shtml or contact Sean Kerr at sean@bbihotelmarketing.com or by phone at (813) 420-3552.

Peter Chalfin
Sports Information Director
CollClubSports