



# **BIC** Case Histories

## *Little League Promotes Teams with BIC Mouse Pad Coasters*

<b>PRODUCT:</b>	<b>BIC<sup>®</sup> Mouse Pad Coasters</b>
<b>CUSTOMER:</b>	<b>Little League Team</b>
<b>OBJECTIVE:</b>	<b>Gain sponsors and raise funds</b>
<b>CASE HISTORY CATEGORY:</b>	<b>Fund Raising</b>

**OVERVIEW:** RugRats Little League, a baseball league for young children, campaigns every year to gain sponsors for each of its teams. They also fundraise to pay for uniforms, equipment, etc. RugRats needed a fairly inexpensive item that they could give out to local sponsors, parents, and others involved with the league for fundraising purposes. BIC's Mouse Pad Coaster allowed for creativity, and could be personalized with little league information. The league designed the round coaster to look like a baseball, complete with red stitching.

**DISTRIBUTION:** Sold coasters in the local community to raise funds.

**OUTCOME:** The team raised more money than in previous years and will continue with the same concept next year.

