

# Boston College Superfan T-Shirt Program

BUILDING SCHOOL SPIRIT THROUGH CAMPUS DIRECT



**BOSTON  
COLLEGE**

Boston College (BC) fosters school pride and community among students through traditions that unite the campus. To strengthen this experience, BC transitioned from providing a trade book to incoming freshmen to distributing **Superfan T-Shirts**, a signature item worn at athletic events. Partnering with Follett's **Campus Direct Program**, BC ensures every first-year student receives a shirt, reinforcing their connection to the university from day one.



## Goal

The Superfan T-Shirt initiative was designed to enhance school spirit by equipping students with apparel for *Gold-Out games* and other athletic events. The program also aimed to integrate t-shirt distribution seamlessly into BC's *Welcome Week* while identifying new retail opportunities to expand *Campus Direct sales* beyond apparel.

## Solution

Boston College Athletics and the First-Year Experience Office collaborated with Follett to manage **design, production, and distribution**. Each year, students submit design ideas, and through a March Madness-style social media vote, the final design is selected.

Superfan T-Shirts are distributed at Alumni Stadium during Welcome Week, where students change into them for their **class photo** before heading into Conte Forum for Superfan 101. The program has also expanded to include **custom blankets, water bottles, and silicone card wallets**, further enhancing the first-year student experience and generating additional **Campus Direct sales**.

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## Results

The Boston College Superfan T-Shirt program has grown into a \$30K Campus Direct sale, ensuring its sustainability while continuing to **foster student engagement** and **school pride**. The flawless execution of the program has allowed for its ongoing success, with thousands of students receiving Superfan T-Shirts each year. The initiative has also led to **increased retail sales**, as local community members purchase the shirts annually, further expanding the program's reach.



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“The Superfan T-Shirt program has been an incredible way to welcome our incoming students and introduce them to BC traditions. By providing every freshman with a shirt, we’ve created a shared experience that immediately fosters a sense of school spirit and unity. The seamless execution of this program has allowed us to continue a long-standing tradition while ensuring every student feels part of the BC community from day one.”

**Jamie DiLoreto**

*Senior Associate Athletic Director for External Relations, Boston College*

## Impact Highlights

Through its partnership with Follett, Boston College has strengthened school spirit, created a **seamless student experience**, and expanded Campus Direct sales. The Superfan T-Shirt program continues to be a model of how strategic merchandising can bolster student participation and **drive campus traditions forward**.

This project exemplifies Follett’s ability to deliver customized, high-impact solutions that enhance school traditions, drive student engagement, and streamline campus-wide initiatives.