

# University of Georgia Football Watch Parties

## ENHANCING FAN ENGAGEMENT WITH FOLLETT



The University of Georgia (UGA) Bookstore partners with UGA Athletics Marketing to **enhance fan engagement through football watch parties for each home and away game**. These events provide an opportunity for select groups of 40 guests to gather, celebrate, and receive exclusive UGA-branded keepsakes.

To support these events, Follett facilitates the sourcing of **autograph-ready mini footballs and Power G logo pint glasses through Direct Campus Sales**. These items serve as special giveaways for attendees, ensuring a lasting connection to the UGA football experience.



## Goal

The UGA Football Watch Party program was designed to provide *branded memorabilia as take-home gifts for attendees*, ensure timely product fulfillment for each watch party throughout the season, and *enhance fan engagement and brand connection* through unique event experiences.

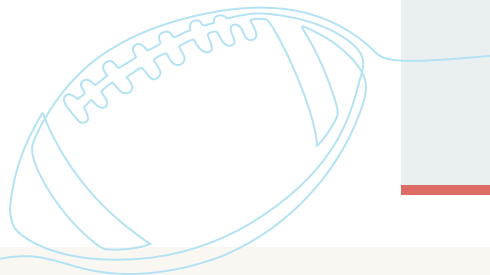
## Solution

Follett played a critical role in ensuring the smooth execution of this initiative through **reliable product sourcing, event support and flexible inventory management**. To optimize the watch party experience, Follett provided **high-quality blank footballs** ordered before each season to accommodate all scheduled watch parties, as well as **custom pint glasses** featuring UGA's Power G logo or UGA mascot, ordered in the same quantities as the footballs to ensure a balanced giveaway. Follett adjusted order quantities to meet changing demand and event schedules, ensuring items were delivered on time, and allowing UGA Athletics to distribute them at each event.



## Results

Follett offered **consistent product fulfillment** and an elevated experience, with the keepsakes adding value to the events, creating lasting memories for attendees. UGA Athletics and attendees praised the **seamless execution** and **high-quality merchandise**.



## Impact Highlights

Mini footballs and pint glasses were consistently sourced through Direct Campus Sales, **ensuring event success and securing season-long fan engagement**. The giveaways successfully reinforced connections between UGA Athletics and its loyal supporters.

This case study highlights Follett's role in delivering high-quality, timely solutions that enhance campus traditions and elevate fan engagement.



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“The UGA Bookstore is our go-to for event needs, always finding solutions even when challenges arise. Their quick turnaround and top-notch service make them invaluable. When shipping delays impacted our gift order for the weekly radio show, they provided new items each week, ensuring we met our goals. Their reliability and dedication reinforce our trust in them every season.”

**Mitchell Kersey**

*Coordinator, Partnership  
Services, Georgia Bulldogs  
Sports Marketing*