

Hampton University

ENHANCING THE JAZZ FEST EXPERIENCE WITH CUSTOM MERCHANDISE



Hampton University, known for its rich cultural traditions, sought to **elevate its annual Jazz Festival by offering attendees unique, branded merchandise**. The goal was to enhance the overall event experience and foster a stronger connection between fans and the university.



Goal

The university aimed to *provide Jazz Fest fans with high-quality, logoed merchandise* that would serve as both a souvenir and a symbol of their connection to the event.

Solution

Hampton University partnered with Follett to bring their vision for the Jazz Festival to life. The university provided event logos and a wish list of desired merchandise, after which **Follett created mockups tailored to Hampton's needs for the university's review and approval**. The customized assortment of merchandise included a variety of short-sleeve T-shirts, baseball hats, clear totes, lapel pins, and handheld mini fans. Once approved, Follett **delivered the merchandise promptly**, ensuring everything was ready in time for the event.

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Results

The **diverse range of items** ensured there was something for every attendee, enhancing the festival's appeal. These high-performing items offer valuable insights for future assortments, helping to focus on popular products and further enhance the event experience.

“The Hampton Jazz Festival merchandise played a key role in enhancing the event experience, providing attendees with meaningful, high-quality items that celebrated their connection to the festival. The positive response highlights the impact of offering well-curated event merchandise that resonates with the communities.”

Rhyannon Potter
Regional Manager, Follett

Impact Highlights

This initiative enhanced the Jazz Festival experience with **thoughtfully designed merchandise**, and reinforced Hampton University's **connection with attendees and the broader community**. The success of this collaboration demonstrated Follett's ability to provide customized, high-quality solutions for special events.

This project highlights Follett's commitment to supporting campus events with innovative, tailored merchandise solutions that leave a lasting impression.