

New Mexico State Block Party

BOOKSTORE GIVEAWAYS DRIVE ENGAGEMENT



New Mexico State University (NMSU) sought to increase student engagement during its **annual Block Party event**. To achieve this, the university's Bookstore and Auxiliary Administration aimed to enhance visibility and connection with students through branded promotional items.



Goal

The primary objective was to *create an effective marketing promotion* for the NMSU Bookstore and Auxiliary Administration, *fostering a stronger sense of community and student participation*. Despite the project's fast turnaround, Follett ensured quick delivery at a competitive price point.

Solution

Follett worked closely with the NMSU team to deliver **high-quality promotional items** that aligned with the Block Party's goals. This included a **cost-efficient solution** which would meet all requirements for the event giveaways.

Follett recommended the most affordable blank T-shirt option, paired with a single-color print to minimize costs. Each detail was taken into consideration, resulting in a total of 1,000 branded T-shirts produced and distributed to students during the event.



Results

The Block Party giveaways were a resounding success with students, **boosting enthusiasm and participation** during the event. All 1,000 units were distributed, demonstrating strong engagement and demand. The promotion also **increased brand awareness**, promoting the NMSU Bookstore among students and faculty. The NMSU team was highly satisfied with the cost-effective solution provided, praising both the product quality and service speed.

“When preparing for a crucial back to school event, and promoting the bookstore to new incoming freshman, Follett was able to source, print and provide the t-shirts we gave away in partnership with university departments. The shirts were able to be delivered within 3 weeks of the order, and just in time for our event.”

—
Collin King
Follett Market Leader

Impact Highlights

This promotion **strengthened student connection** with the campus community and **enhanced brand visibility** for the NMSU Bookstore and Auxiliary Administration. Follett’s **cost-effective solution** helped the Block Party achieve its goals, cultivating positive engagement and community.

This project underscores Follett’s ability to provide tailored, high-impact solutions that promote campus engagement and drive institutional success.