

# Texas State University Family Weekend T-Shirt Campaign

STRENGTHENING CAMPUS PARTNERSHIPS WITH FOLLETT



Texas State University partnered with The Bobcat Store and Follett to launch a **branded Family Weekend T-shirt**, aiming to boost campus pride and drive sales during this prominent annual event. This initiative marked a significant milestone as the university's first collaboration of this kind with Follett.



## Goal

The objective was to create an appealing, branded T-shirt that *celebrated Family Weekend* while *driving store sales* and enhancing the university's connection with students, families, and alumni.

## Solution

Follett worked closely with Texas State University to **deliver a solution tailored to their Family Weekend needs**. Through this collaboration the T-shirts were produced thoughtfully and delivered on time, **ensuring customer satisfaction**. After Bobcats showed such a strong level of interest, Texas State reopened sales resulting in a second round of orders. The event was a resounding success, further enhanced by families and students grabbing a new branded T-shirt to show their school pride.

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## Results

The campaign achieved significant outcomes, benefiting both the university and its partnership with Follett. Texas State University's decision to reopen sales highlighted **strong demand for the product**, while Follett's on schedule delivery ensured Family Weekend participants had a **memorable and satisfying campus experience**. The timely resolution of challenges and ultimate campaign success reinforced Texas State's confidence in Follett as a reliable partner for future initiatives.

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“The Family Weekend T-shirt initiative exceeded our expectations, not only in sales but in the excitement it generated across campus. Follett's support and expertise made it easy to execute, and we're excited about future opportunities to engage our students, families, and alumni in new ways.”

**Christian Gonzalez**

Senior Coordinator of New Student and Family Experiences, Texas State University Representative

## Impact Highlights

The Family Weekend T-shirt campaign **demonstrated immediate success**, prompting the university to reopen orders after quickly selling out. With the new opportunity to celebrate school spirit, students, families and staff were brought together, **fostering a sense of community**. The success of this initiative set the stage for more exciting collaborations between Follett and Texas State University.

This project highlights **Follett's ability to deliver high-quality solutions under tight timelines**, ensuring customer satisfaction while building long-term partnerships with institutions.