



SPONSORSHIP CASE STUDY #1

Wegmans & Military Bowl Foundation—
Empowering Communities Through
'Extra Yard for Teachers' Initiative



OVERVIEW

Wegmans, a brand deeply rooted in community support, partnered with the Military Bowl Foundation to drive a meaningful community initiative. With a focus on education and honoring those who serve, the collaboration centered around the Extra Yard for Teachers program, celebrating educators with military connections who make a profound impact in their classrooms and communities.

CHALLENGE

Wegmans aimed to leverage opportunities around the Military Bowl by establishing a community-focused initiative aligned with its brand values while providing a tangible, positive impact.

SOLUTION

The partnership activated the Extra Yard for Teachers initiative through a dynamic program that engaged schools, provided unique experiences, and highlighted Wegmans' community commitment: The resulting program honors teachers who are veterans, military spouses, or serve in military communities celebrating their contributions and providing grants for classroom materials.

Nomination Campaign

Wegmans launched an in-store, online, and social media campaign, supported by media partners, to generate community nominations for 11 grants of \$1,000.

School Visits

Wegmans and the Military Bowl Foundation visited schools across multiple districts, honoring educators with in-person presentations that received media coverage.

VIP Bowl Experience

Honored teachers enjoyed VIP access to the Military Bowl in Annapolis, attending the game with a guest.

Recognition Events

Teachers participated in the Military Bowl Parade and were celebrated on the field during the game.

RESULTS

Brand Alignment

Reinforced Wegmans' image as a community-driven brand.

Enhanced Visibility

Increased exposure through a robust campaign running from August to February, including media coverage, in-store promotions, and game day activations.

Positive Impact

Provided well-deserved recognition and financial support to educators.

Community Connection

Strengthened relationships with local communities and school districts.



CONCLUSION

Wegmans and the Military Bowl have honored more than 40 teachers across six school districts, awarding over \$40,000 in classroom grants. The partnership showcases Wegmans' commitment to supporting military-connected educators and strengthening community ties.

Let's explore how a custom Military Bowl community campaign can bring your company's values to life, creating meaningful impact and lasting connections.

SPONSORSHIP CASE STUDY #2

Driving Fan Engagement and High-Impact Sponsorship: TEC Solutions & Metal Promo Power the Military Bowl 50/50 Raffle



OVERVIEW

The Military Bowl partnered with sponsors TEC Solutions and Metal Promo to create a high-impact sponsorship activation around the 50/50 raffle. Proceeds benefit Patriot Point, the Foundation's retreat for recovering service members and their families.

CHALLENGE

- Increase participation in the 50/50 raffle, particularly high-value donations (\$100+)
- Provide sponsors with visible, tangible activation opportunities
- Generate excitement and awareness leading up to and during the game

SOLUTION

The Bowl partnered with TEC Solutions to allocate a portion of its sponsorship to seed the 50/50 raffle, increasing the starting jackpot and immediately generating buzz.

Metal Promo enhanced the promotion with a limited-edition challenge coin featured in the official coin toss, awarded to fans who purchased \$100 or more in raffle tickets—driving higher-value participation.

Sponsors received integrated visibility across media, digital, in-stadium signage, and on-site activation, ensuring strong exposure before and during the game.

CONCLUSION

By combining financial support with a memorable, fan-facing activation, TEC Solutions and Metal Promo helped transform the 50/50 raffle into a high-growth engagement platform. Participation and high-value donations increased significantly, while sponsors benefited from integrated media exposure, in-stadium visibility, and direct fan interaction. The activation demonstrated how creative sponsorship alignment can drive measurable results, strengthen brand presence, and reinforce meaningful community impact.

RESULTS

Increased Participation

The number of donors contributing \$100 or more increased by 46%, driven by the appeal of the exclusive challenge coin. This tangible reward not only incentivized larger donations but also created a memorable connection between fans and the sponsoring brands.

Growth in High-Value Donations

The 2025 Military Bowl 50/50 raffle engaged 34% more participants compared to 2024. TEC Solutions' raffle seed and Metal Promo's limited-edition challenge coin created excitement that drew fans to participate at higher levels.

Enhanced Sponsor Visibility

Both sponsors received significant exposure across multiple channels:

- Media releases and website features highlighted their contributions.
- Social media campaigns promoted the raffle and the challenge coin, directly associating the brands with a unique fan experience.
- Stadium signage and scoreboard recognition provided prominent in-person visibility.
- On-site activation allowed direct engagement with fans, reinforcing brand awareness and goodwill.

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