

SUCCESS

is in the cards

A CASE STUDY AND PROMOTIONAL IDEA

Client:

Chamber of Commerce

Objective:

The Chamber of Commerce needed to raise funds for chamber events and expenses.

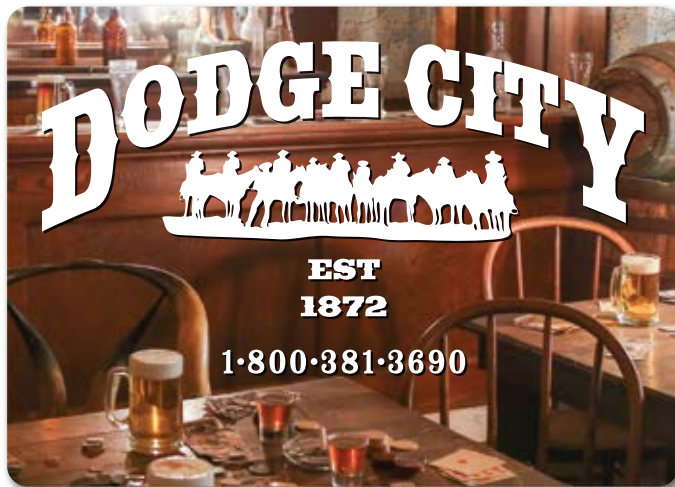
Implementation:

Chamber members sold ads to area restaurants, businesses and clubs for \$100.00 per ad. These ads appeared on the face side of the deck and helped promote business within the community. The back side of the card had the Chamber of Commerce logo. Decks were sold in the community for \$7.00 per deck.

Conclusion:

The fundraiser was a success!

| | |
|--------------------------------------|---------------|
| Income: 54 ads @ \$100 per ad | \$5400 |
| Sold 500 decks @ \$7.00 each | \$3500 |
| | <hr/> |
| | \$8900 |
| Expenses: Set Up Charge | -\$535 |
| 500 decks @ \$3.65(c) | -\$1800 |
| | <hr/> |
| | \$2360 |
| Net Profit: | \$6540 |



Card back



Card face

