

CASE STUDY



HILBERT COLLEGE

Hilbert College is a four year liberal arts college founded in the Catholic Franciscan tradition. Based in Hamburg, NY just outside of Buffalo, they are a division III sports program competing in the AMCC.

CHALLENGES

-Hilbert athletics was in an Under Armour contract and in search of additional support for branded gear for staff and student athletes.

-Hilbert was rebranding and releasing new logos and brand guidelines.

-In addition to a rebrand, Hilbert decided to add 3 new sports programs:

- Football
- Men & Women's Track & Field
- Women's Ice Hockey

SOLUTIONS

-ADPRO Sports, along with Under Armour, entered into a multi-year all school partnership with Hilbert.

-New brand guidelines were released including all new logos.

-ADPRO committed an experienced sales team to support Hilbert staff through the transition to ensure the best possible outcome.

