

# CASE STUDY



## THE MINNESOTA VIKINGS

The Minnesota Vikings are one of the NFL's winningest franchises. They were looking to partner with an NFL licensee that would add value to their staff, enhance fan experience and add value to their corporate partners.

### CHALLENGES

- The Vikings needed a partner that could turn large and small projects quickly.
- The range of needs varied greatly from game day give aways (large volume) to custom staff and partner gifting.
- The NFL requires all teams to utilize an NFL licensed partner.
- The Vikings staff needed a partner with experience in idea generation, best practices and overall execution of detailed projects.
- Not having had a "go to" partner in the past, the Vikings needed a flexible contract and dedicated support staff to engage with their corporate partners and staff.

### SOLUTIONS

- ADPRO Sports and the Minnesota Vikings entered into a partnership that made ADPRO their Preferred Branded Merchandise Provider.
- ADPRO dedicated a full-time employee from their licensed sales team to be the main contact for the Vikings.
- ADPRO has become an extension of the Vikings staff, provided guidance and solutions on all things branded.
- ADPRO has brought incremental value to the Vikings corporate partners via co-branded merchandise and apparel through traditional sales and unique e-commerce solutions.
- ADPRO has helped with fan engagement via activation incentives, game day give aways, partner gifting and fan appreciation.

