



## Inside Arluck Promotions

*Utilizing the Power of Sports, Fitness, and Wellness Marketing*

### **Event:**

Drew University World Diabetes Day Swim-A-Thon and Swim Clinic with 10-Time Olympic Medalist Gary Hall, Jr.

### **Date:**

Saturday, November 15, 2008

### **Location:**

Drew University, Kirby Pool, Madison, NJ

### **Situation:**

In 2007, the Drew University Swim Team held its 1<sup>st</sup> Annual World Diabetes Day Swim-A-Thon and raised \$500. In 2008, the team approached Arluck Promotions, Inc. about having Gary Hall, Jr. attend the Swim-A-Thon.

### **Opportunity and Objectives:**

Arluck Promotions saw this as a unique opportunity to raise more money for the diabetes community and activate Hall's sponsors to meet the following objectives for the event:

- Create a swim clinic featuring Hall in conjunction with the Swim-A-Thon
- Provide participants an opportunity to meet Olympic medalist Gary Hall, Jr. and experience first hand how he manages diabetes on a day-to-day basis
- Provide a platform for individuals with diabetes to meet others who have the disease
- Connect Hall's sponsors, Eli Lilly, Becton Dickinson, and Speedo directly with key stakeholders, including Morristown Memorial Hospital and participants from the local JDRF
- Increase awareness of diabetes in the community and generate invaluable media exposure

### **Arluck Promotions' Role and Results:**

- Developed fundraising plan for the event, which generated \$9,500 in less than 3 weeks, an increase of over 1900%
- Developed marketing collateral and signage
- Developed the agenda for the event, incorporating a speaking session and swim clinic with Hall, as well as a photo session
- Activated exhibitors including Eli Lilly, Inspired by Diabetes, Becton Dickinson, Morristown Memorial Hospital and the Gary Hall Jr. Foundation for Diabetes and provided the opportunity for interaction between stakeholders
- Drove and secured local and national media in conjunction with Eli Lilly and Company
- Organized goody bags for each of the participants with gifts from Eli Lilly, BD, and Speedo, including a water bottle, keychains, Gary Hall, Jr. *Go Live It* swim cap, and information on the Inspired by Diabetes campaign

### **Noted Media:**

- The United States Olympic Committee's Official Website- TeamUSA.org
- Daily Record- Local New Jersey Newspaper
- SportsIllustrated.com
- Diabetes Health
- Distributed by the Associated Press

### **Participant Feedback:**

"I wanted her to see the full potential she still has even though she has this disease. Sometimes you only think about the obstacles and challenges." -*Marlene Jean, Mother of 9 Year Old Melissa*

"I have somebody to look at who experiences it too, that makes me feel a lot better." -*9 Year Old Michael Tortorella, Speaking about Gary Hall, Jr.*