

Tagmaster/Dard Products Case Study

DP-766 Porky Pig Bank

In an attempt to raise funds for their after school programs, a local elementary school hosted a carnival fundraiser. The community participated in several ways. Many of the school mothers provided baked goods and concessions for sale at the event. The local high school football team helped to assemble booths for games. Many neighboring businesses pitched in to provide a few carnival rides including a merry-go-round and a tilt-a-whirl. Some larger regional businesses, including a well known bank chain, sponsored the event with large monetary donations. In addition to their financial contribution the bank provided several prizes for the kids to receive when winning a game. The prizes included pencils, lollipops, and the DP-766 Porky Pig Bank with the bank's name and the tag line "Helping you save your pennies for a rainy day." The carnival raised enough money to sponsor numerous programs for the following year.