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**For Immediate Release**  
June 22, 2009

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**South Carolina Gamecocks Christen New Stadium with Commemorative Coins**



Cincinnati, OH – As work progressed on the new baseball stadium for the University of South Carolina, Palmetto Promotions’ Steve Chew deliberated about how to best commemorate this momentous event. Given the high-visibility nature of the project, whatever he suggested had to be lasting and memorable, yet stay within a budget. Timing was an issue, but quality was paramount. And since his reputation as a supplier was on the line, Chew was careful about not only the idea presented to the University’s Promotions Department, but also the suppliers he had in mind to fulfill an eventual order.

“Coinage is ideal for this type of commemorative because it can be simple or very complex” recalls Chew. “We had done some commemorative coins in the past for grand openings, new buildings, even the Port Authority of South Carolina, so we knew that this could be very successful.”

For new buildings and stadiums, the minting process allows the reproduction of very fine architectural details. Logos also are crisply minted and accurately portrayed. Best of all, given the unique nature of the product, custom coins are highly memorable. They have a high perceived value, and are rarely discarded – giving them a long-lasting branding value which reinforces the favorable first impression of the event itself.

But while Chew was sold on the idea, based largely on the results from his past customers who had purchased commemorative coins, he was unsure how the University team would react.

“Everybody loved it” he recalls. “These are more of a keepsake item which people can give to their children, pass them along through the generations. They are certainly long lasting mementos.”

In fact, the University team liked the idea so well that they developed a multi-tiered usage plan for them. In addition to handing out the coins at the inaugural game played at the stadium, the coins were also sold in souvenir stands throughout the grounds as well as in the University bookstores around campus. These additional uses not only broadened the visibility of the coin program, it also provided some extra sales and profits to both the University and Palmetto Promotions.

Given the unique nature of custom coins, fans, alumni and students who purchased these souvenirs will always recall the events surrounding the occasion – a beautiful spring day which saw the Gamecocks pounce Duquense 13-0 in front of 8,153 garnet & black clad fans. They

certainly help to solidify memories of the day for those in attendance – the largest ever for a baseball game. While the coins themselves are a great branding tool, selling them is an important fiscal tool – helping to pay for the promotional effort and fund future initiatives.

Since the dies can be re-used, the coins also lend themselves to future baseball-specific promotional efforts – as they can be marketed to former players whose hard work on prior Gamecock teams paved the way for the new stadium.

While Chew and his team were unaware that the coins might eventually be sold, he was a big fan of commemorative coins from the start. He had used them previously with good results. And since past success is usually a pretty good indicator of future results, he was confident in presenting the coins program as part of the overall mix of products.

Ideas are a big part of the total package at Palmetto. “As part of our marketing scheme overall, we try to show different groups of prospective customers different items and ideas” he said. “Since we don’t have items available exclusively to us, all we can do is to provide the best service and the best quality goods for their dollar that we can. We must continue to show customers new ideas and different items than they have purchased previously. If they have not thought about something - like coins in this instance - it is up to us to provide the idea, especially for products which have worked for others.”

But good ideas are only part of the equation. Fitting within budget parameters is also important. “We have to give them choices that will work” says Chew, “and still work within their budgets.”

By all accounts, that is exactly what Chew and his Palmetto Promotions team did with custom coins to commemorate the opening of Carolina Stadium. Judging from the reactions of students, fans, alumni and the Promotional Department – the program sure seems to be a home run.

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About Osborne Coinage:

Established in 1835, Osborne Coinage is America's oldest private mint. They produce high quality custom minted coins, medallions, and key chains in aluminum, Goldline®, nickel-silver, bronze, and even fine silver and solid gold. For more information on using custom coins, medallions or key chains for commemoration, promotional purposes or as advertising specialties, visit [www.osbornecoin.com](http://www.osbornecoin.com) or contact Osborne Coinage Co., at (866) 274-0868, or via mail to Osborne Coinage Co., 2851 Massachusetts Avenue, Cincinnati, OH 45225.