



# University of Colorado at Boulder Mascot Fundraising Brochure for the Athletic Department

**PROJECT** Mascot Fundraising Brochure

**CLIENT** University of Colorado at Boulder  
Athletic Department  
Assistant Athletic Director for  
Community Relations

**TARGET AUDIENCE** Alumni, Business Executives

**SITUATION** With the mascot costumes, travel and goodwill appearances costing upwards of thousands of dollars, a brochure and campaign for fundraising was needed.

**SOLUTION** The headline "Chip in for Chip", Chip is the name of the mascot and set the stage for the campaign. The brochure was used as a handout to potential contributors. Goodwill photos were used with related copy portraying Chip's daily activities.

**DESIGNER'S ROLE** Responsible for all aspects of the brochure including copywriting, design, printing and production, including press checks and final print coordination.

