

Activate! *saddles up* to recognize Houston Rodeo volunteers



The Houston Livestock Show

and Rodeo is the largest annual rodeo in the world. Taking place over the course of three weeks in February and March, it is attended by over 2 million people and 27,000 volunteers. The Rodeo volunteers play a vital part in the event's success, many establishing a tradition of contributing every single year. It's this tireless dedication that Rodeo officials wanted to highlight with an award.

The Rodeo wanted to design a challenge coin as a thank-you gift for every volunteer. Challenge coins are military-inspired, serving as a method of identity for a certain cause or organization. These coins were to be designed and given out annually to volunteers. The more coins a volunteer has, the greater the pride and advocacy they exhibit for the Rodeo. It's a win-win.

When the Rodeo put the bid out for the coins, Activate! Promotions + Marketing had a distinct advantage having worked on numerous coin projects in the past. We eventually won the bid based on our superior design and forward-thinking presentation. When the Rodeo awarded us the business, we had less than 100 days before the coins were to be sourced, mounted, shrink-wrapped and shipped.

Activate! has a successful history of last-minute kitting and assembly of items.

We sourced 37,000 coins from overseas with three different designs. The project was extremely time-sensitive and the 100 day deadline, coupled with overseas sourcing crunched the deadline even further. When the coins arrived, two teams of 5-7 people began working 8-10 hour shifts for 10 days to get all 37,000 coins unpacked, mounted, shrink-wrapped and delivered on-time.

The result?

The reception was more than expected. The Rodeo was thrilled with the end results, especially on such a short notice. Activate! is now a preferred vendor for the Rodeo, where we serve as a go-to vendor for high-exposure projects.