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**OUR CLIENT:**

The Wake Tech foundation cultivates and manages an array of resources critical to Wake Tech Community College's success.

These resources allow the college to meet instructional and institutional needs and continue to offer top-quality, affordable education and training to the Wake County region.

**OBJECTIVE:**

Announce the pending retirement of President Dr. Stephen Scott in a way that would make an impact while raising funds for the Foundation.

**TARGET AUDIENCE:**

Faculty and staff of Wake Tech Community College, and the surrounding communities.

**SOLUTION:**

It was important to capture his impact by spinning off his personal style; a sock man!

Purchasing a pair of these socks as part of the Annual Foundation Fund Drive provided the ideal motivation to support the college, his legacy and the Annual Foundation fundraising efforts.



"WORKING WITH PROMOTIONAL PARTNERS HAS SAVED US HOURS OF TIME AND PROVIDED TREMENDOUS VALUE..."

-WAKE TECH FOUNDATION

**ITEMS CHOSEN:**

- [Pantone Matched Jacquard Dress Socks](#)

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