

Selco Success Story

Athlete Recognition Program

The Challenge

Oklahoma City had a chance to host the Big XII Baseball Championships. They wanted to make an impact so they could get a long-term contract to host the event. To stand out and set themselves apart from previous hosts, they wanted to come up with some truly special touches.

The Solution

OKC went to their distributor to help them with ideas. The distributor suggested a watch for all participants so they would have a keepsake to remember the event. OKC loved the idea and decided to design a watch for every player, coach, and administrator involved.

The Results

Upon arrival, each coach was presented with their teams watches and they were passed out to the players on practice day.

The distributor attended the event each day to make sure his clients had everything they needed. While sitting in the stands, one day the distributor began talking to a Missouri fan seated next to him. He learned that the fan was the father of one of the players. The man began telling the distributor what a great event OKC was putting on. He then mentioned that they even gave his son, who had never worn a watch in his life, a Big XII Baseball Championship Tournament watch. "And he hasn't taken it off since they gave it to him!"

Meanwhile, OKC has hosted the Big XII tournament for 8 of the last 9 years thanks to special touches like the custom watch and a different watch each year has become a the tradition for each participant of the tournament.



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Jenks, a local high school, was in search of the perfect gift for seniors on the baseball team. They wanted something that the graduating players could not only wear for the remainder of their last year in high school, but well into the future. Jenks coaches knew they wanted to award the players with something they could be proud of and show off, but with many of them soon leaving for college, it had to also be timeless.

The Solution

When their distributor reached out to Selco with the challenge, we knew right away that we had the perfect product for them: a custom timepiece, that would also double as a wearable trophy.



To accomplish this, Selco suggested a Fossil brand watch with a custom engraved caseback, and a custom nameplate for each package. The casebacks would display the school insignia with each player's name and number, and we would create engraved brass plates to personalize the packaging.

The Results

The watches were ready and distributed to the team before their last game of the season, and the senior athletes were excited to have special team apparel that wasn't available to the rest of the school. A few weeks later, we received a call from the distributor with another challenge for us; one of the players had lost his watch while on vacation. The player was so down about losing his new watch, that his mother stated that she does not care what it costs, he had to have another baseball watch. Since Selco keeps dies for 3 years, we were easily able to help the young athlete with a replacement watch. The program is now in its sixth year, with just as much excitement today for the seniors, as the first class that received the gift.



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