



CASE STUDY WESTERN MICHIGAN UNIVERSITY

KALAMAZOO, MI / MAY 2022

situation

The very mention of “Game Day” builds a swelling anticipation for current students and conjures up wistful nostalgia for wizened alumni. From the relaxed vibe of a pre-season contest to the fever-pitch fervor of that rivalry game, crowding into the bleachers to watch your team duel it out to claim victory is an experience not easily replicated. School spirit is a powerful sentiment shared across universities everywhere and for the loyal students, faculty, and fans of Western Michigan University, that translates into Bronco pride. Situated in the heart of Kalamazoo, MI, Western is home to some 500 student athletes across twelve sports, each generating their own crowd of the WMU faithful. Hoping to spruce up their arenas and encourage school pride, the athletic department at WMU enlisted Britten Inc. to enliven their sports complexes with Bronco brown and gold.



solution

From endzones to outfields, Britten Inc. worked to cover every square foot of fence and bleacher base in WMU branding. Working with Matthew Kulik, the assistant athletic director, Britten Inc created the AdMesh™ and printed banner fence scrim, wind breaks and bleacher wraps for the athletic campus. At Ebert Field, home of WMU softball, fence scrim in school colors spanned the outfield fence and stretched down the first and third base lines. Fence scrim featuring the Bronco logo and letter was also used to encircle the 400-meter Olympic track at the Kanley Track & Field complex. And for the gridiron at Waldo Stadium, WMU banners wrapped the bottom edge of every bleacher, streaking down both sidelines and ended up in the back of each endzone. Complimented by a large hanging banner with the home schedule on a corner of the stadium and the Western Michigan Broncos were raring to go for the upcoming seasons.

impact

From softball to track and field, Britten Inc provided the wind screens, fence scrim and banners WMU envisioned. Printed in school colors, logos, and lettering these border pieces will add to the arena atmosphere and are certain to bolster Bronco spirit. “Working with Britten has been great for us on projects like the windscreens and signage around the stadium. They made the process seamless,” said WMU Assistant Athletic Director Matt Kulick. “Britten really went above and beyond to make sure that we met our deadlines and to make sure that we were happy with the finished product.” Satisfied with the completed projects, Kulick indicated, “I would definitely recommend Britten to any companies or institutions that are looking for a vendor to do future projects with.”

