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The “Rubber” That Makes Your Money Stretch Further

The leagues of CollClubSports are excited to announce Evolution Marketing as the “Official Fundraising Program of CollClubSports.” In 2007, Evolution Marketing launched theRubberU.com fundraising campaign. This past week, theRubberU made two monumental moves, first purchasing HookUpTheU from BBI Marketing and then, most recently, signing on with CollClubSports. theRubberU owner Vic Lombard had this to say about the new deal: “We are thrilled to be partnered with such a reputable organization and hope that we can provide its members with quality opportunities to raise funds for their goals!”

Evolution Marketing’s theRubberU has assisted countless non-profit organizations, fraternities, sororities, and club teams in their fundraising efforts. In its five years of operation, these organizations have produced over \$350,000 in funding! “We at CollClubSports make it a very important goal of ours to find ways to help our teams raise funds for their club teams,” said CollClubSports President Sandy Sanderson, “and I’m extremely excited about the future of this particular fundraiser now that theRubberU has taken over. Their past experience in this specific type of fundraiser has me anxious to see how high they can increase the earning levels of our member teams. It is obvious to me that Evolution Marketing has their priorities and motivations in the right place when it comes to theRubberU and that can only result in a positive fundraising experience for our member teams.”

So how does it work? The savings program uses a rubber wristband to represent a reusable coupon at participating venues. Simply wear your wristband, show it to the participating business cashier, and redeem your special! In the past with HookUpTheU it was difficult to know what businesses in what locations were participating. Evolution Marketing tries to offer its customers more, and has done so by integrating technology into the equation. TheRubberU.com now also offers a mobile website that allows anyone to view the specials from their mobile devices. They are also in the final stages of what Lombard describes as “a ground-breaking mobile application for iPhone and Droid phones.” Another great perk of these wristbands – you can use them at any participating businesses nationwide! Make sure you bring them and wear them when you travel for games so that you can take advantage of the offers in different cities while you’re there.

“I look forward to working with all of the CollClubSports teams and members,” said theRubberU owner. “We have been doing this for a long time and hope that we can impart our success to the teams that are trying to raise money while competing on a collegiate level.”

For more information or to get started on this great opportunity, feel free to check out their website at www.theRubberU.com or email the company at service@therubberu.com. If you have questions do not hesitate to contact Chris Girardi in the CollClubSports offices at 412-321-8440 ext. 102 or email him at Chris.Girardi@CollClubSports.com.



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