



Case Study: Fuel Management

Seattle Seahawks NFL quarterback Russell Wilson and NASCAR Sprint Cup Series driver Kasey Kahne, who was born and raised in Washington, have partnered together to cohost a major fundraising event known as the “DRIVE” in the Seattle area.

Wilson and Kahne launched a national, fund-a-need nonprofit campaign to crowd fund the purchase of two new minibuses to safely transport students from Seattle-area schools to the Boys and Girls Clubs of King County. The five-week campaign pits Wilson against Kahne to see who will lead the winning DRIVE by being the first to raise the \$25,000 needed to fund the purchase of a bus. The campaign ended with the DRIVE pep rally and charitable golf event, which was managed by FUEL Sports Management Group (FUEL SMG), a full-service talent management and sponsorship consulting firm.

The Boys and Girls Clubs of King County serve over 17,000 local youth per year. In addition to enabling boys and girls to get safely to their clubs after school, the minibuses will provide transportation for special field trips.

The Challenge: Along with producing the first charity partnership between NASCAR driver Kasey Kahne and Super Bowl champion quarterback Russell Wilson, Club Colors was tasked to, within two weeks, come up with a unique item to be included as a fun on-course premium and enhance the golfer gift bag that already contained all of the regular items, such as a jacket, hat, and balls.



The Results: True, the branded golf glove was a hole in one at the DRIVE’s fundraising event, but most importantly, the Boys and Girls Clubs of King County received two new minibuses to assist in their mission of serving thousands of youth and enhancing the health and development of the Seattle youth community.



Our Solution: We designed an “event-branded golf glove that was the big hit of the event. We appreciated the quick thinking and great service.”

–David Jessey, executive vice-president, Partner Fuel Sports Management

