

Crafting Traditions

Emory University's Songfest Project

Pinnacle Promotions annually collaborates with Emory University to enhance Songfest, a cherished tradition for first-year students. Creating custom event t-shirts with student-designed artwork, Pinnacle helps foster a lasting connection between students and their alma mater.



The Promotional Project

Every year, Pinnacle Promotions works with Emory University's Office of Residence Life to celebrate a cherished first-year students' tradition — Songfest.

Students from each residence hall showcase their creativity through original songs about their new dorms, and Pinnacle plays a pivotal role in adding a vibrant, promotional touch to this event.



How We Made It Awesome

The Pinnacle team creates custom event t-shirts, with colors and designs changing annually. First-year students from each dorm contribute their artistic flair, submitting their unique designs for the Songfest apparel contest. Pinnacle then uses the winning design to create one-of-a-kind shirts for the event.



The Epic Impact

Pinnacle Promotions sells around 1,800 shirts across eight dorms each year. These shirts become the first Emory-branded items that first-year students own.

Pinnacle takes pride in playing a role in this significant milestone, becoming an important part of the Songfest tradition, and fostering a strong connection between the students and their alma mater.

Reach out and discover how the right promotional items can upgrade your campus!

Photos by Sarah Woods. news.emory.edu/stories/2023/08/er_song_fest_25-08-2023/story.html