



## Promotional Merchandise News & Tips

### VISIBLE BRANDING

The transition from summer to fall brings new opportunities for expanding your brand visibility through community events and programs. Schools look for sponsorship; communities plan fall festivals, and cooler weather is ideal for athletic competitions and marathons. For a marketing professional, these philanthropic alternatives can generate a heightened brand awareness and positive attitudes towards corporate image.

#### Corporate Sponsorships

Corporate sponsorships are now considered part of Corporate America's role in Social Responsibility. Here are a few ideas for your company to support its preferred community, charity or cause in a positive, visible and affordable manner.

- Signage: Blend your corporate logo with a congratulatory message that is prominently displayed at the event.
- Sponsor Greek Life or a student team that is planning to participate or host charity events.
- October is Breast Cancer Awareness Month, and organizations nationwide will be hosting events and drives to help end breast cancer.
- City marathon season picks up during the end of the summer months. The participants are usually there because of raising donations, so its your turn to show reciprocity. Think about meaningful gifts that can be handed out to the event volunteers who make sure operations are moving smoothly

#### Product Giveaways

Be sure you invest in logo'd product that has a life beyond the event itself.

- T Shirts. Most students will do anything for a free t-shirt! And you have a walking advertisement.
- Hats and Water Bottles. Welcome gifts for marathon events.

- Custom automatic fans, towels and sunglasses. All add an element of fun.

#### Events and Achievements

Link your philanthropy to the theme of the event to show you have given special consideration to the cause.

- Many local community centers host community awards banquets and scholarship presentations. Promote the idea of scholastic involvement and sponsor the awards. Hand out trophies.
- Charity golf tournaments are a popular way for community gatherings. Sponsor custom golf balls. Make sure plenty of items are stocked such as golf tees . Provide the winners embroidered polo shirts and gloves.
- Recycling drives have grown in popularity. Communities get together and donate old cell-phones, VCR's, cans, aluminum, etc. in order to give back. Consider more eco-friendly alternatives. Hand out eco-friendly water bottles to reduce plastic consumption, hand out reusable bags, and solar powered flashlights.
- Non-Profit Organizations host board retreats in the fall. A good way to support the cause is to provide the retreat padfolio, pen, or calendar with specific organization events preprinted.

Keep these dates in mind for great promotional opportunities.

#### September-

National Campus Safety Month

World Heart Day- *29th*

#### October-

Breast Cancer Awareness Month

Diversity Awareness Month

