



## #Awareness



### With 1.5 million nonprofit

organizations registered in the United States, according to the National Center for Charitable Statistics, corporations can choose from a big list of causes to support. Teaming up with a good cause can benefit any business. It enables co-workers a chance to unite for a greater good, and it provides valuable funding and resources to a cause in need.

Cause-related marketing is on the rise, with charitable corporate giving amounting to \$18.6 billion in 2015, a 3.9 percent increase, according to NP Trust. High profile corporate sponsorships are in the spotlight—Macy's "Go Red" Campaign in partnership with the American Heart Association has raised more than \$55 million.

If your clients are feeling inspired to support a good cause, you can help them promote internally and externally with the right promotional products. Events like walkathons, pledge drives and fundraisers need promotional products to thank participants and garner attention. Plus, your clients' employees will be excited to don promotional items like T-shirts and ribbons for a good cause.

### HERE ARE SOME IDEAS TO INSPIRE YOUR CLIENTS

#### Breast Cancer Alliance

[breastcanceralliance.org](http://breastcanceralliance.org)

This nonprofit organization has been raising money for 20 years to improve survival rates and quality of life for those impacted by breast cancer through better prevention, early detection, treatment and a cure. End-buyers everywhere are familiar

with the iconic pink merchandise used to promote breast cancer awareness. There are unlimited opportunities for branding. Your clients can donate branded merchandise to one of their many events or can host a fitness walk or run or a fundraiser to benefit the Breast Cancer Alliance. Present product ideas like tote bags, T-shirts, hats, water bottles, journals, pens and blankets. Corporations can outfit office teams with pink awareness bracelets and branded pink T-shirts to show support for the cause.

#### American Red Cross

[redcross.org](http://redcross.org)

Many corporations partner with the American Red Cross to host blood drives and fundraising events. If your client chooses this cause, propose product options such as drawstring backpacks, headwear, hand sanitizers, lip balms and stress relievers. As red is really the only constraint for these items, any item that has a health and wellness angle is sure to be popular with end-buyers.

#### World Wildlife Fund

[worldwildlife.org](http://worldwildlife.org)

The trademarked panda bear that depicts the World Wildlife Fund can be seen everywhere, from credit cards to shoes. Corporations donate more than \$10 million a year to the Fund. It's an ideal organization for your clients to be involved with and the right promotional products can be used for fundraising purposes or to demonstrate support for the cause. Pitch your clients animal and outdoor-themed items, sunglasses, water bottles, duffel or tote bags, luggage tags, and even blankets and sweatshirts.

## The Trend

### Businesses today are supporting charitable causes more than ever

- Companies get staff involved through promotional giveaways
- Fundraisers, pledge drives and fitness events all require promos

#### LT-3711 Ribbon Grocery Shopper



#### PL-5020 Fashion Sunglasses



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## The Trend

The increasing popularity of tailgating at NFL and college games has prompted marketers to connect with this audience through merchandise tie-ins

- Branded tailgating merchandise gets repeated exposure throughout the season and sometimes during future seasons as well
- Many of the same giveaways work for NFL, college and high school tailgate parties

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Football Can Holder



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# #Football



## More people than ever watch

football. 111.9 million people tuned in to watch the 2016 Super Bowl, according to Statista. Not to mention, consumer spending related to the Super Bowl reached \$15.53 billion in 2016. And that's just for one event! Aside from the Super Bowl, fans everywhere spend countless afternoons and evenings cheering on their favorite team at the stadium, their home or the neighborhood bar.

It's the tailgating experience, however, that has seen rapid growth in the football industry. What started as a quick meet-up to socialize before a game is now a \$12 billion-a-year industry, according to a Nationwide Insurance study. Fans everywhere have made the pre-game party a ritual and an integral part of the game-day experience. For advertisers, it's a huge opportunity to promote their brands to the team's loyal fan base; for distributors, it's a merchandising bonanza for tailgating items relating to eating, drinking, football and the game-day experience

The one thing that fans of high school, college and NFL teams have in common is a need for tailgating accessories. These promotional products are some of the most popular choices among tailgaters.

## 1. Grills

When you're walking among the tailgating parties in stadium parking lots, there's one product that differentiates the best tailgaters from the rest: The grill. A good grill is the difference between relying on sandwiches and bagged snacks to breakfast burritos, sausage and peppers, and steaks. With the grill as the true quarterback of the tailgate, your clients'

branding will be at front and center during the most important part of the tailgate—meal time.

## 2. Coolers

Every quarterback needs a good wide receiver, and the same holds true at the tailgate. Without a cooler, fans wouldn't have cold beverages to accompany their burgers and dogs. Plus, those early fall football games are always hotter than expected, and a cooler can mean the difference between a tailgate ending early and one that is built to last.

## 3. Bluetooth® Speakers

Few things get fans fired up like good music. From Bruce Springsteen to Bon Jovi, it's the pump-up jams that are most popular with tailgaters. But an empty parking lot before a football game doesn't tend to supply the tailgating soundtrack, so it's on the fans to make it happen. Branding with a powerful Bluetooth® speaker, gives your client the opportunity to provide an essential element to the game day experience—music.

## 4. Blankets and Outerwear

Much like how early football games in the fall season are unexpectedly warm, the games toward the middle and the end of the season take place during the chillier fall and winter months. Fans prepare for the temperature drop by adding layers and bringing blankets. A branded blanket can warm multiple fans at once and provide comfortable seating for tailgating on grass.

Football fans take pride in what they wear and game day headwear is a huge market. Depending on the time of the year, popular choices are baseball caps, knitted beanies and a Yowie, which doubles as a rally towel.



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Explorer Grill  
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## The Trend

Schools are relying more on fundraising to generate funds

- Backpacks, water bottles and hats are popular choices for fundraising at elementary and middle school levels
- Tech items and branded apparel are frequently used by marketers looking to promote their brand with college students and alumni

# #Education



With state funding for education greatly reduced or nonexistent, public schools are taking a more active role in fundraising. For elementary and middle schools, this means active PTAs, engaged booster clubs and profitable fundraising by youth sports organizations. And for colleges, alumni networks are the main source for fundraising. What helps these education committees go even further than their fundraising goals? Promotional products.

Promotional products provide an alternate source of fundraising revenue in addition to donations. According to "The Value of Fundraising" nationwide survey of elementary school principals, 76 percent of schools conduct one to five fundraising events each year. Annual fundraisers selling consumer items earn schools \$1.4 billion each year, according to the Association of Fund-Raising Distributors and Suppliers.

It's quite possible your clients are using traditional fundraising items like candles, pies, candy and gift-wrap. For many schools, this is the status quo because it's what they've always done. Using promotional items for fundraising just never crossed their radar. Whatever the reason, this is your opportunity to demonstrate the potential of promotional merchandise as a fundraising vehicle and a way to extend their school's branding.

Students everywhere can benefit from a great backpack. Parents need to buy them at the start of the school year, so they may as well be a part of a school's fundraising events. The same holds true with branded

lunch bags—students everywhere need them. Advise your clients to choose a fun, classic print and students will be more than happy to showcase them in the cafeteria. And with hydration being an essential element of good health, branded water bottles are more popular than ever.

According to CMO.com, Adobe's marketing insights business, back-to-school shopping reached \$72.5 billion in 2013. This means pitching products like branded binders, adhesive notepads, agenda books, colored pencils, etc., is always a good idea.

Tech is more prevalent than ever, making it the perfect category for education applications. Items such as power banks, earbuds and headphones, cell phone cases and laptop sleeves are perfect products for high school and college students. Your clients' branding will be front and center when students pull out their branded laptop cases in the library.

For college alumni networks, your clients will have to go with products that are a little more "adult." While a lunch bag won't be a popular incentive, journals, padfolios and stylus pens are sure to be a big draw.

And, of course, branded apparel is always a good investment. Elementary school students, high school teachers and college alumnus love showing their school spirit in their everyday wardrobes. Suggest options like unisex T-shirts, sweatshirts, sunglasses and headwear.



# What Inspires You?

By Rose Mikan, Creative Director



**We all need some** encouragement from time to time, and perhaps we don't always get it. Instead we rely on our own interests to keep us relevant and creative. I get my inspiration from a variety of sources, beginning with kindness.

Kindness and courtesy inspire me. Yes, it's really that important to me—in everything from driving to advertising. It's a conductor for civilized living, with many opportunities to improve another's day. Our many trips through drive-through windows that begin faceless and then there you are looking right at each other.

Most days, I am simply motivated by classic architecture. I live in an area where history and tradition have been preserved so nicely by buildings and landscaping. I have enjoyed my own experiences with homes, contributing pieces to a long story created from a collection of stories upon stories that each building possesses.

Influences come in unexpected ways, like celebrating a traditional, annual experience completely different from what you're accustomed. I cherish a festive Christmas week spent with friends in Santa Fe.

Trained as a painter, I have always felt empowered by transparency and layers. We are now living in a transparent realm. At any moment I am in possession of so much past, all the present and a great deal of the future in my hand.

Lately, I am compelled by the people who produce whole creative teams to weave a plot into longer, deeper, often randomly zany directions, in effect, developing beyond momentary ideas. Vivid storytellers like Alan Ball, Candace Bushnell, Aaron Sorkin, Tom Kapinos, David E. Kelley, Shonda Rimes and Jenji Kohan are among my favorite indulgences and inspiration.

I am inspired by real experience, tenacity and perseverance. I am surrounded by inventive, humorous, people, who deliver inventive uses of time, design and space to solve daily issues.

Someone I admire recommended that I invite talk show host and newscaster Charlie Rose into my life each night to catch up on interesting, progressive people and topics. Amidst his dark set, he has this ability to start and continue conversations where everyone openly discusses their journeys and their successes. He conquers depth by inviting whole teams, as well as having returning guests from just about every profession, to reach into careers and projects. While world events always seem unsettled, it feels right to be more aware and connect with people who are a part of the solutions.

Everyone creates a playbook for life from somewhere. The quest for most of us is inevitably to solve problems and ask more questions. What's important? Is it funny? What inspires you?

1

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2

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