



the **promotions**  
dept.

Branded Merchandise Solutions  
Corporate Capabilities

# Mission

To elevate our client's brand and communicate their messages through innovative, impactful, relevant, and creative branded merchandise solutions.

# Vision

We aspire to drive innovation and foster creativity while building open and respectful relationships with clients and industry partners to become the nation's preferred branded merchandise source.

# Values

Communication

Proactivity

Integrity

Product Responsibility

Open Mindedness

Positive Corporate Culture

Growth

# Workflow

Our process is designed to be simple and repeatable. From the initial project request to delivery, we focus on communication and execution.



## TIME TO CREATE

There is no such thing as TMI in our world; the more we know, the better solution we can create.

**We listen, learn, and understand your request.**

Solution Oriented Ideas & Options  
Product & Program Recommendations  
Recommendations  
Renderings  
Packaging Recommendations

## TIME TO PRODUCE

Once design and product details are complete, sit back and let our dedicated production team execute your vision.

**We execute.**

Final Proofing & Approval  
Confirm Packaging Requirements  
Provide Printed Samples as Needed  
Finalize Production, Delivery, & Distribution Schedules  
Quality and Safety Testing

## TIME TO DELIVER

Our logistics pros actively monitor every project from the moment production begins through delivery confirmation, always keeping you informed every step of the way.

**We deliver.**

Final Delivery Schedule  
Production & Delivery Updates  
Advanced Shipping Notification  
Order Tracking  
Delivery Notification

# Our Process

Every project is unique, but big or small, our process does not change. These three questions are at top of mind as our team generates ideas and solutions for your request.

- 1. Does the solution generate measurable and effective ROI?**
- 2. Does the solution provide functionality and utility for lasting impressions?**
- 3. Does the solution elevate and support the brand?**

## ROI

### Branded Merchandise Should Provide a Return

An item tailored to produce ROI will:

- Collect Usable Data
- Generate Revenue or Savings
- Create Feedback or Engagement

## UTILITY

### Function Rules!

An item with utility will:

- Add True Value Beyond the Event
- Maximize Cost per Impression
- Add Longevity to the Promotion

## BRANDING

### Logo-ed ≠ Branded

Branded items will:

- Reflect the Brand Culture
- Tell a Story
- Elicit Emotion
- Connect

# National Premium Partners



# Fun & Functional



**Challenge:** Develop an award that has a purpose beyond simply displaying a trophy.

**Solution:** The Promotions Dept. team designed a mug award for the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners in each age group of an Iron Girl half marathon and 5k. Consumers are more likely to keep premiums that are fun and functional, and this mug's full color capabilities allowed us to incorporate attractive colors and fun graphics into the branding. Combining eye-catching design with drinkware's inherent functionality ensures that the recipients would keep and use their mugs, giving Iron Girl years of repeat exposure.

**Added Touch:** The mugs were custom printed with the event that each winner conquered.

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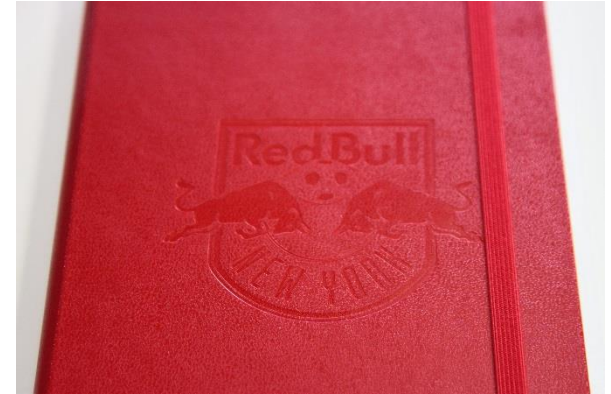
"Nearly nine in ten consumers report owning report owning branded drinkware."

*2019 ASI Ad Impressions Study*

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# The Paper Tablet



**Challenge:** Propose a holiday gift with a high perceived value for corporate partners and notable VIPs.

**Solution:** Our team is always seeking innovative technology to bring to the branded world since tech is rapidly evolving. Integrated technology is highly popular with early trend adopters and this smart writing collection sets brands apart by giving the person who has everything something different. The Moleskine Writing Set gives the recipient the freedom to capture their ideas by hand on paper coupled with the advantages of digital creativity.

**Added Touch:** All of the items were packaged in a branded box to give it a retail feel.

## ROI UTILITY BRANDING

According to research on consumer motivators, helping a target market fulfill a desire for ongoing self-improvement and live up to their ideal self-image will result in a deeper emotional connection, leading to higher sales, more engagement, and referrals.

*High Impact Motivators, Harvard Business Review*

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# Masquerade Ball



**Challenge:** Recommend options for a Masquerade themed wearable and centerpiece for Herbalife Nutrition's "outrageous event."

**Solution:** We developed two masks for party goers and made 2,500 for each gender. The centerpieces were made to reflect the masquerade theme and incorporated masks and feathers. These products excited attendees and helped encourage the theme.

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# Reusable Metal Straw with Brush



**Challenge:** The client came to us wanting a giveaway for a tradeshow that had utility.

**Solution:** To keep in line with the client's commitment to being environmentally conscious, we recommended a metal straw set with cleaning brush. As more states continue to pass legislation banning plastic/disposable straws, reusable straws are a great way to get your branding out in the world in an eco-friendly way.

**Added Touch:** The straw and brush were packaged in a branded bag.

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# Herbalife Masquerade



**Challenge:** Create a Point of Purchase display for haircare products.

**Solution:** We developed a display for L'ANZA products to be displayed in L'ANZA certified salons across the U.S. 5,000 units were created and

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# Thinking Green



**Challenge:** Create eco-friendly items to encourage employees to participate in an Earth Day service activity.

**Solution:** The Promotions Dept. team designed a set of items to be given away as an Earth Day "kit" that contained shirts, lunch bags, pens, water bottles, and desktop "grow guys." The kit was an overwhelming success as M&N offices nationwide participated in events including litter cleanups, seeding and transporting plant life, and more.

**Added Touch:** The most popular item was the "grow guy," who provided a fun and memorable team building event as offices held contests to see whose guy would grow the longest hair.

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"Claudine and Sara were quick to provide us with a variety of items that were earth-friendly and practical. Our Earth Day was very well received thanks to the wonderful items they helped us select and customize."

*JW, Corporate Events Coordinator*

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# VIP Commemorative Ticket



**Challenge:** Develop a take home gift for VIP ticketholders to Cher's 2019 world tour.

**Solution:** The Promotions Dept. used key elements from the tours' branding to create a commemorative ticket for VIP ticket holders.

**Added Touch:** The base for the ticket was custom made to elevate the look of the product.

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# Movie Members Rewards Program



**Challenge:** Come up with a selection of items to be used as gifts in a movie theater rewards program.

**Solution:** The Promotions Dept. developed gifts for Gold Circle members of ArcLight's movie rewards program. ArcLight membership benefits change the more times a member visits the theater. Once they have achieved Gold Circle status, 12 visits a year, they are eligible for Gold Member surprises. This selection of items are monthly gifts for Gold Members. 5,000 pieces of each item were ordered and were given away on a first come, first served basis.

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# Magic 8 Ball



**Challenge:** Creatively engage with prospective corporate sponsors.

**Solution:** The team came to us with their idea for a Magic 8 ball to engage with new investors. The ball serves as a tangible touch point which make for interactive sales calls.

**Added Touch:** Custom answers in the 8 ball are all positive, encouraging people to buy sponsorship packages. Even team slogans are included. The packaging is completely custom with Red Bull specific questions about the benefits of becoming a sponsor.

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# Ouai Gift With Purchase



**Challenge:** Create a gift with purchase for for two separate campaigns.

**Solution:** To promote Ouai's launch of their hair body mist, they wanted a gift that could serve multiple purposes. They developed a jewelry dish for the consumers odds and ends. Ouai partnered with skincare line, Summer Fridays to create a set with a hair mask and face mask. They came to us looking for a headband to complete the set. The headband in the gift set is terry cloth and keeps hair out of the face. Both of these gift with purchase campaigns were so successful that they are now available on Ouai's website.

**Added Touch:** The Ouai x Summer Fridays headband is embroidered with the phrase "Chillin' Out. Maskin'. Relaxin.'"

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# Herbalife Extravaganza



**Challenge:** Design one-of-a-kind journal sets to be given as premiums to recipients at Herbalife’s annual Extravaganza events.

**Solution:** As a true start-to-finish solution, our team put together an array of unique journal designs to appeal to Herbalife corporate’s edge and modern aesthetic. The journals were then custom made to include a full color insert page with calendar, ghost-imprinted filler pages, a die-cut cover window and pocket to showcase the flash drive, and a laser engraved premium pen.

**Added Touch:** The flash drive was pre-loaded with need-to-know information for the event, eliminating additional work for the events team.

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# Aerospace STEM Program



**Challenge:** Design items for students K-12 to inspire and reinforce STEM learning.

**Solution:** The Aerospace Corporation partners with K-12 schools to give kids the opportunity to experience a day in the life at the Aerospace Corporation. Students are given these items to take home as a reminder of what they learned during their visit.

**Added Touch:** The items are all aerospace themed – satellite desk organizer, satellite keychain puzzle and a rocket puzzle.

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# Made in the USA for the USA



**Challenge:** Create premium protocol gifts for partners and opposing federations.

**Solution:** A handmade forge bowl was crafted to create a leave-behind gift to fit any high value recipient. This unique item is a truly memorable canvas to display the logo and branding.

**Added Touch:** This high quality USA hand made item for U.S. Soccer's gift program beautifully conveyed U.S. Soccer's branding story to VIPs from federations throughout the world.

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"In a survey of 1,000 Americans, 42% of respondents think buying American-made will get them a higher quality product and 38% said buying American is important to being patriotic."

*Industry Edge Market Research by YouGov*

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# Official Cereal of Major League Soccer



**Challenge:** Create a fun, custom gift set to present to influencers as a thank you for their support.

**Solution:** We developed a unique box set filled with a combination of Post Cereals products and fun, commemorative items. The set included a box of cereal, a serving of milk, a knit scarf, a pair of vibrant edge-to-edge design socks, an interior-printed cereal bowl, a unique laser engraved spoon, and a thank you letter from Post. The retail-quality magnetic box features vibrant graphics to emphasize the Post Cereals brands and make their logospop.

**Added Touch:** Tailored box inserts organized each item and kept them neatly in place during transit, ensuring influencers would lift the lid to a thoughtfully executed presentation.

## ROI UTILITY BRANDING

Tips for Effective Marketing:

Incorporating custom packaging into your promotion allows you to turn your giveaway into a gift, strengthen your brand recognition, showcase your marketing message, and differentiate yourself from the competition.

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# Years of Partnership



**Challenge:** Develop an ongoing commemorative piece to celebrate milestone years of partnership for LPL Financial and their advisors.

**Solution:** Our awards team designed a totally custom, hand crafted three-dimensional silver leaf shadow box comprised of a combination of Italian wood and metal. Each award is matted and individually personalized, and takes our craftsmen 46 steps to build by hand from start to finish. All materials are cut and fabricated in the USA.

**Added Touch:** We included congratulatory cards from the LPL Executive Vice President and individually drop shipped each reward to the recipient. Each award was beautifully packaged in a 2-piece blue box with silver ribbon.

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# Words from Our Partners



Moffatt & Nichol loves to work with The Promotions Dept. for all of our promotional needs! These ladies always have the best ideas for all of our projects and always work with us in customizing exactly what we want on each promotional item (right down to custom PMS color designs to match our branding exactly). They effectively communicate all of the information we need to make an informed decision about which items we want to purchase and help us decide on items that are within our budget. Claudine and Sara are continuously willing to go the extra mile to make sure we are pleased with our selections and have a quick turnaround time.

*JW, Corporate Events Coordinator*



I would like to express our thanks for your being such a great partner. Though we began working together specifically due to our relationship with the New York Red Bulls, your professionalism, timelines, flexibility, and attention to detail have led us to working together on numerous projects. Your team goes the extra mile by always offering new ideas and solutions – often times before we even ask. It has been a pleasure working with your team over the past year and we look forward to working together even more in the future.

*JH, Bayer Executive Communications Manager*



Partnering with The Promotions Dept. has allowed us to service our large national client base in both our licensed MLS and NFL programming. As a former licensee, we understand the importance of brand consistency, accuracy, compliance, and effective production of licensed materials. Whether the orders are rush projects or long term programs, the team at The Promotions Dept. are always available and ready to help. Andrea and Richard's team continue to service us for orders large and small and we look forward to continuing our work with them.

*JL, Vice President of Licensing and Merchandising*



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# Words from Our Partners



We have worked with a number of premium and promotional companies over the years and The Promotions Dept. stands out.

As we have built platforms to grow and expand our business, you and your team have played a key role by producing promotional products that provide us with important fan engagement collateral. Your insight and responsiveness have been extremely valuable even when challenged with tight timelines.

On behalf of the marketing team and my colleagues in other departments, I want to thank you for making the process easy for us and always making us look good internally and to our partners and fans.

*MG, US Soccer Director of Marketing, Communication, Events, and Technology*



Over the past few years, The Promotions Dept. has become a trusted partner of rEvolution's in the world of branded apparel and premiums thanks in large to their incredible customer service and wide range of product offerings. They are quick and friendly to respond with options, pricing, tracking, and most importantly, knowledge of the dos and don'ts as it relates to Major League Soccer branded merchandise and approved logo use.

Having a partner who feels like an extension of our team is something most agencies could only hope for; however, we are lucky enough to have that be the reality. Richard, Roy, Heather, and the rest of the team have come to be colleagues that we rely on to help execute a successful partnership with MLS on Continental's behalf – so much so that at the end of 2017 we launched a Preferred Vendor Program with The Promotions Dept. to ensure that other accounts here were introduced and could further use their services.

*SC, rEvolution Director of Client Services*



I've been working with The Promotions Dept. since 2013. I go to them for new ideas and always receive a quick response. Best of all, they consistently delivery quality products on time and on budget.

*ST, Wells Fargo Vice President of Sponsorship, Marketing, & Brand Strategy*



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