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# Promotional<sup>TM</sup> times

Information and Ideas for  
Improving Sales, Image & Profits



## SPRING INTO THE SPORTS SEASON

The purpose of this newsletter is to help our clients grow their business! Promotional products increase awareness, help with company branding initiatives, and assist with lead generation. Promotional awards and products improve customer loyalty, employee morale and productivity! Enjoy this issue and use it to help your business grow!

Winter/Spring 2017

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As the New Year kicks into full swing, enjoy the glory that all of the spring sports have to offer! Utilize team spirit as a way to grow your business and garner yourself some publicity. Whether you're rooting for the home team by supporting the athletics programs at your local high school, cheering on a university's program, or chanting the professional team's mantra, promoting your business and team at the same time is a great way to build camaraderie and get yourself some exposure.



**Baseball.** Enjoy the fun of an engraved bat that shows off your corporate spirit... and the spirit of the local baseball team! Whether you use it as a fun addition to a baseball themed promotion, or partner up for a team event, these bats are sure to be a hit.



**Basketball.** Hit a three-pointer with these fun themed basketballs! Design it with the colors of the team you're supporting and feature your business' logo and information. These will be sure to pop up time and time again at picnics, parks, and backyards, reminding the owners (and their friends!) of your presence.



**Hockey.** Try something a little different with your next company hoodie and offer up some hockey style! Consider a team outing in these special lace-up sweatshirts boasting the colors of the team you're rooting for and emblazon them with the logo and contact information of your business. You'll be sure to catch the eye of your fellow fans... and the opposite team!

Capitalizing on the local love for sports and sporting events is an easy way to parlay a leisure event into some word-of-mouth for your business.



## BUILD A REWARD SYSTEM

Amplify the spirit of your staff and colleagues by implementing a recognition program at your work! You could keep it simple with an employee of the month or quarter, highlighting the successes of one staff member as time passes. Awarding them with an engraved plaque to display proudly on their desk will make them feel great about their accomplishments and will also help them build credibility when working with clients.



In addition to the award, offer up a beautifully etched bottle of sparkling wine or grape juice so they can go home and toast to their great success!



## DID YOU KNOW?

College students and young adults are building up brand loyalty as they begin to do things for themselves as individuals. Offer special supports or promotions for them and capitalize on long-term clients.



**Lagniappe**  
(a little something extra)

## Quotable Quotes

“Coming together is a beginning, keeping together is progress, working together is success.” – Henry Ford

“Always be yourself, express yourself, have faith in yourself, do not go out and look for a successful personality and duplicate it” –Bruce Lee

“Strive not to be a success, but rather, of value.”  
– Albert Einstein

“Fortune befriends the bold.”  
– Emily Dickinson

## KEEP THEM CONNECTED

Make sure you're always a click away! With a low per-unit cost, these USB charger ports are a cost-effective giveaway that's sure to become a staple in the briefcase or backpack. They'll never have a dead phone when they need to respond to your email!



## BRIGHT IDEAS

## USE FOOD AS A VESSEL TO GAIN MORE BUSINESS

Free food is one of the most successful tried-and-true promotions! Work with a local university to reach loads of students who can be converted to potential customers. Partner with another local business to do an outreach event; or head down to a hospital or local school to show staff appreciation by offering up some goodies.

Brownie time – Hand out delectable chocolate treats to give the recipients a boost of energy and pep in their step... with your business' logo prominently displayed



Keep the Cup – Fill travel tumblers with hot coffee or cocoa and help them stay awake... and have a portable receptacle with your logo to use again and again

Protein! – A healthy and natural energy boost for the more health-conscious bunch, these snacks offer just enough to keep pushing!





# BE THE REASON THEY GET OUT OF BED IN THE MORNING!

Having a fun and eye-catching raffle prize can really help you capture leads during a tradeshow or festival. Try to get their attention with this useful and unique alarm clock! Most people use their phones as an alarm, but many times



they accidentally sleep through it because it fell behind the nightstand or under the pillow. This acts as a docking station and makes sure they'll never sleep through it again! Use the prize as a theme for your booth, styled around how you're worth getting out of bed for.



**Bring Back Cocktail Hour**  
Host a cocktail (and mocktail!) hour as a way to build, establish, and maintain relationships between your staff and clients! Serve up a signature drink in these branded cocktail shakers named for your business! The shakers can be the cups, and the favor they take home and use at their next tailgate or picnic.



Keep the branding going with these fun napkins that carry the idea of your own lounge brought to life! Choose a color that works with your logo, or carry out a color that complements the color of your beverages.

Having a fun gathering to gain face time with your clients and staff at the end of quarter one is an excellent way to keep the relationships going and business coming.

## The Riddler

*YOUR CHANCE TO WIN A FREE GIFT*

A PREGNANT LADY NAMED HER CHILDREN: DOMINIQUE, REGIS, MICHELLE, FAWN, SOPHIE AND LARA. WHAT WILL SHE NAME HER NEXT CHILD: ABBY, JESSICA, TILLY OR ROXY?

Note: The first five people to correctly answer the riddle will win a **free gift**. Email, call or fax your answer (see form on back).

Answer to last issue's riddle: North.

# STITCH ON A FRESH NEW LOOK

An excellent way to build your brand and credibility of your business is to showcase your logo in a fresh way on clothing and accessories. Having a professionally embroidered uniform shirt elevates the look of your staff when working with clients and prospects.

Another way to incorporate some beautiful branding is to have an apron or baseball cap feature the design of your business' logo. They make great giveaways or raffle prizes at events and showcases, and offer an opportunity to be showcased around town time after time.

As the sun begins to come out and the temperatures are on the upswing again, heading down to the links is the best way to greet the springtime! Inviting a VIP client, celebrating a sales leader, or simply partnering with a golf tournament as a promotional sponsorship activity, golf is a great way to bring on the new season.

Customize an umbrella. In case of rain, have an umbrella emblazoned with your company's logo and information! Whenever the weather starts to turn, everyone will be reminded of your products or services.



Give them the best drive. Provide the tournament participants, VIPs, or your staff with a handy tool that will allow them to get the best start on a well-traveled hole! These divot tools will become a golf-bag staple and also act as a marker during putting.



Sponsor the celebration. Be a part of the accomplishment at the end of nine or eighteen long holes by awarding everyone with a toast! These pint glasses are an excellent container for a refreshing end to the day, and an excellent keepsake!



Do you enjoy reading our newsletter?  
Call, fax or email us with your comments.

This Newsletter Provides Information and Ideas  
for Improving Sales, Image and Profits.

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to hear about it. Contact us today!



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## DEAR ADDY, NEED HELP? SEND US YOUR QUESTIONS.

**Q:** Help! We need to come up with an eye-catching and well-received holiday gift for some of our best clients. Our goal is to get something that everyone will love, that can also act as a centerpiece at a holiday event we're hosting. Each business will have their own table, so we're hoping for something a little more whimsical than a plant or balloons. Any ideas?

**A:** Finding a way to have items function for more than one use is a cost-effective method that can allow you to actually purchase something nicer than if you had to allocate the budget to multiple places.

Try using these Nutcracker gift boxes as your centerpieces! They'll add to the décor of the event and will be a great addition to the breakroom when your clients go back to work on Monday.

Additionally, if you're considering an event during February, you can use the same idea with a Valentine's themed basket as a centerpiece! The first quarter is usually slower for events, so it's a great time to get VIP clients together; their calendar is usually much emptier! These baskets are a fun and eye-catching piece that are sure to bring out the love!

Wishing you success,  
Addy



### USEFUL WEBSITES

**Instructables.com** - For do-it-yourself projects, this site offers step by step instructions for a tremendous variety of tasks.

**SuperCook.com** - Enter an ingredient currently in the kitchen - and this website will show recipes that use this ingredient. It also shows what else is needed to complete the recipe.

**Mint.com** - Revolutionary free personal finance software which is easy to use and web-based. The award winning service helps user to plan, budget, and manage their finances on a daily basis.

**Pandora.com** - Extremely easy to use website allows users to listen to free internet radio. Once a user enters a song or artist that they prefer, Pandora will play continued music that the user will like based upon the song or artist they entered.