Marketing Outreach Proposal

**Purpose:**

To market the Associated Students (AS) as a whole during the '10-'11 school year with particular focus on the Red Square Info Fair. This will allow the organization to begin creating a marketing presence among students.

Along with the marketing presence we will also educate and inform students about the AS. This presence will be present throughout the year as the Long-term Marketing Task Force completes their work.

**Red Square Info Fair:**

The Info Fair is the first large gathering of students and is the perfect opportunity to advertise the AS to both new and returning students. The Short-term Marketing Task Force has determined that a combination of memorabilia and informational interactions with student staff is the best method of short-term marketing.

During the Info Fair, the AS BOD table will have a prize wheel and prizes/giveaways to distribute marketing items to students, along with information.

**Request:**

The Marketing Task Force is requesting money for promotional items to be given away at the Info Fair and throughout the year. The task force also determined that the following items are practical, readily available and long-lasting.

**Justification:**

*Products Chosen -*

- **T-Shirts** - Will appeal to a wide variety of students and will provide a visible mobile marketing presence on campus.
- **Drawstring Bags** - Practical item that will provide students use for academic and recreational purposes.
- **Water Bottles** - Will encourage sustainability and provide students with an item that is frequently used on a day to day basis.
- **Coffee Mugs** - Coffee is a popular drink of choice among WWU students, AS reusable coffee mugs will potentially be used often considering Bellingham’s climate.
- **Pens** - An item that is cost effective but very appropriate for academic purposes.
- **Key Chains** - Convenient and another cost effective option.

*Item Quantity* - The Alumni Association and other organizations consulted with, gave out an average of 1,000-1,500 items at previous Info Fairs. The range of quantities proposed fall within or just above the range of the estimated demand.
Product Design:

- **T-Shirts** - Collaborating with the AS employee shirt design, the “This is what the AS is” slogan which incorporates the AS logo will be used within the design.
- **Larger Items (drawstring bags, water bottles and coffee mugs)** - The “This is what the AS is” slogan which incorporates the AS logo with the AS’ website
- **Smaller Items (pens and key chains)** - The AS logo with the AS’ website

Package Options:

**Option A: 1,000 Items**

<table>
<thead>
<tr>
<th>Item</th>
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<th>Price/Item</th>
<th>Setup Cost</th>
<th>Total</th>
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<tbody>
<tr>
<td>T-Shirts</td>
<td>400</td>
<td>$3.35</td>
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<td>$1340</td>
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<tr>
<td>Water bottles</td>
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<td>Coffee Mugs</td>
<td>100</td>
<td>$2.54</td>
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<td>Pens</td>
<td>250</td>
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<td>Key Chains</td>
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<td>$0.85</td>
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**Option B: 1,000 Items**

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<td>400</td>
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<td>Water bottles</td>
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<td>Drawstring Bags</td>
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## Option C: 1,500 Items

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**Approx. Ship/Handle**: $289  
**Approx. Sales Tax**: $280  
**Estimated Total**: $3086

## Option D: 1,500 Items

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<td>$250</td>
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**Approx. Ship/Handle**: $289  
**Approx. Sales Tax**: $280  
**Estimated Total**: $4317
## Option E: 2,000 Items

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### Prize Wheel
- 1
- $250.00

### Approx. Costs
- Ship/Handle: $500
- Sales Tax: $450

### Estimated Total
- $5244

## Option F: 2,000 Items

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<tr>
<td>Pens</td>
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<tr>
<td>Candy</td>
<td>500</td>
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### Prize Wheel
- 1
- $250.00

### Approx. Costs
- Ship/Handle: $400
- Sales Tax: $300

### Estimated Total
- $4362

**Proposed Motion:**

Move to Approve Option D, NTE $4500 from the Operational and Enhancement funds to fund the Marketing Outreach Proposal.
#5832 - 32 OZ. WATER JUG...
- Durable Tritan™ Material
- BPA Free - FDA Approved
- Impact And Shatter Resistance
- Does Not Retain Odor Or Taste
- Self-Attached, Leak Resistant Tethered Screw Top
- Ability To Contain Both Hot Liquids Up To The Boiling Point And Cold Liquids Up To Freezing

COLORS AVAILABLE:
- Translucent: Charcoal with Black Lid.
- Translucent: Blue, Red, Orange or Green, all with Matching Color Lids.

IMPRINT COLORS:
- Standard Silk-Screen Colors

APPROX. SIZE: 8 VÅ’ H
IMPRINT AREA: 3” W x 2” H
SET UP CHARGE: $40.00(G), $25.00(G) on re-orders.
MULTI-COLOR IMPRINT: Not Available
PACKAGING: Poly Bag, 48 per carton @ 30 lbs.

<table>
<thead>
<tr>
<th>48</th>
<th>96</th>
<th>144</th>
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<tr>
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#5831 - 18 OZ. WATER JUG...
- Durable Tritan™ Material - BPA Free - FDA Approved
- Impact And Shatter Resistance - Does Not Retain Odor Or Taste
- Self-Attached, Leak Resistant Tethered Screw Top
- Ability To Contain Both Hot Liquids Up To The Boiling Point And Cold Liquids Up To Freezing

COLORS AVAILABLE:
- Translucent: Charcoal or Clear with Black Lids
- Translucent: Pink, Blue, Red, Orange, Yellow, Green or Purple, all with Matching Color Lids.

IMPRINT COLORS:
- Standard Silk-Screen Colors

APPROX. SIZE: 9” H
IMPRINT AREA: 2” W x 1” H
SET UP CHARGE: $40.00(G), $25.00(G) on re-orders.
MULTI-COLOR IMPRINT: Not Available
PACKAGING: Poly Bag, 48 per carton @ 15 lbs.

<table>
<thead>
<tr>
<th>48</th>
<th>96</th>
<th>144</th>
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<td>#5831</td>
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tritan™
from eastman
#3072 LARGE HIT SPORTS PACK...

COLORS AVAILABLE: Red, Royal Blue, Black, Navy, Forest Green, Purple, Yellow, Orange or Lime Green with Contrasting Black Trim at Bottom Corners.

IMPRINT COLORS: Standard Silk-Screen or Transfer Colors
APPROX. BAG SIZE: 17" W x 20" H
IMPRINT AREA: 10" W x 10" H
SET UP CHARGE: $45.00(G) per color, $25.00(G) on re-orders
MULTI-COLOR IMPRINT: Transfer: Add .50(G) per extra color, per piece.
*4 Color Process Available See General Information For All Details And Pricing
PACKAGING: 100 per carton @ 20 lbs.

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<td>1.80</td>
<td>1.71</td>
<td>1.67</td>
<td>1.63</td>
<td>1.59</td>
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#3071 SMALL HIT SPORTS PACK...

COLORS AVAILABLE: Red, Royal Blue, Black, Navy, Forest Green, Maroon, Carolina Blue, Lime Green, Orange, Pink, Purple or Athletic Gold with Contrasting Black Trim at Bottom Corners.

IMPRINT COLORS: Standard Silk-Screen or Transfer Colors
APPROX. BAG SIZE: 14" W x 18" H
IMPRINT AREA: 8" W x 9" H
SET UP CHARGE: $45.00(G) per color, $25.00(G) on re-orders
MULTI-COLOR IMPRINT: Transfer: Add .50(G) per extra color, per piece.
*4 Color Process Available See General Information For All Details And Pricing
PACKAGING: 100 per carton @ 18 lbs.

<table>
<thead>
<tr>
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<th>500</th>
<th>1000</th>
<th>2500</th>
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<td>1.67</td>
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<td>1.35</td>
<td>1.31</td>
<td>1.28</td>
<td>1.25</td>
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</tbody>
</table>
NEW!

#72 WHISTLE LIGHT/KEY CHAIN...
• Safety Whistle/Key Light · Red Light
• Batteries Included, Inserted
COLORS AVAILABLE: Solid: Black or White. Translucent: Red, Green, Blue or Purple.
IMPRINT COLORS: Standard Pad-Print Colors
APPROX. SIZE: 2 1/8" W x 1 1/16" H
IMPRINT AREA: 1 1/4" W x 1/4" H
SET UP CHARGE: $40.00(G), $25.00(G) on re-orders.
MULTI-COLOR IMPRINT: Not Available
PACKAGING: Cello Bag, 500 per carton @ 19 lbs.

#78 LED KEY CHAIN...
• Batteries Included, Inserted
COLORS AVAILABLE: Translucent: Blue, Red, Green or Clear, all with Matching Light.
IMPRINT COLORS: Standard Pad-Print Colors
APPROX. SIZE: 1 1/8" W x 2 1/4" H
IMPRINT AREA: 1/4" W x 1/4" H
SET UP CHARGE: $40.00(G), $25.00(G) on re-orders.
MULTI-COLOR IMPRINT: Not Available
PACKAGING: Gift Box, 500 per carton @ 27 lbs.

#108 WHISTLE, LIGHT AND COMPASS KEY CHAIN.
• Batteries Included, Inserted · Red Light
COLORS AVAILABLE: Translucent: Red, Blue, Green, Orange or Purple.
IMPRINT COLORS: Standard Pad-Print Colors
APPROX. SIZE: 2" W x W x H
IMPRINT AREA: Backside: 1 1/4" x 1/4" H
SET UP CHARGE: $40.00(G), $25.00(G) on re-orders.
MULTI-COLOR IMPRINT: Not Available
PACKAGING: Cello Bag, 500 per carton @ 16 lbs.
#893 THE ESSEX PEN...
- Comfort Rubber Grip
- Matte Finish

#791 THE PHOENIX PEN...
- Large "Oval Shape" Plastic Barrel
- Ergonomic Rubber Grip, Plunger Action
- Nine Exciting Colors

COLORS AVAILABLE: #893: Blue, Black, Green, Red or Silver.
#791: Dark Blue, Burgundy, Black, Matte Silver, Green or Pink with Silver Trim. Dark Blue, Black or Pearl with Gold Trim.
IMPRINT COLORS - #893: Standard Silk-Screen Colors
#791: Standard Pad-Print Colors

APPROX. SIZE: 5 V/"H

IMPRINT AREA: #893: 1 1/2"W x 3/4"H - #791: 1 1/2"W x 3/4"H

SET UP CHARGE: $40.00(G) per color. $25.00(G) on re-orders.
MULTI-COLOR IMPRINT: Add $.25(G) per extra color, per piece.
(2 Color Maximum)

REFILLS: Black ink, medium point.
PACKAGING: Bulk, 500 per carton @ 15 lbs.

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WRITING INSTRUMENTS
#5926 EVOLVE™ 16 OZ. OMEGA MUG...
- Biodegrades in 1-5 Years When Placed In A Managed Landfill
- Made In The USA · Proposition 65 Compliant
- Double Wall Plastic Insulated
- Executive 4 Finger Ergonomic Handle
- High Gloss Finish · Spill Resistant, 2 Piece Thumb-Slide Lid
- Fits Most Automotive Drink Holders

COLORS AVAILABLE: Blue, White, Sandstone, Red, Forest Green, Light Green or Carolina Blue, all with Black Insert and Lid.

IMPRINT COLORS: Standard Silk-Screen Colors
APPROX. SIZE: 6 W" H
IMPRINT AREA: 2 ⅝ W x 2" H · Wraparound: 7 W x 2" H
See General Information For Details On Wraparound Imprint.
SET UP CHARGE: $40.00(G) per color. $25.00(G) on re-orders.
MULTI-COLOR IMPRINT: Add .30(G) per extra color, per piece.
PACKAGING: 48 per carton @ 16 lbs.
(Must be ordered in full carton quantities)
FOB ZIP: 46176

96 144 288 576 1008
#5926 2.54 2.42 2.36 2.31 2.25

#5927 EVOLVE™ 16 OZ. INFINITY TUMBLER...
- Biodegrades in 1-5 Years When Placed In A Managed Landfill
- Made In The USA · Proposition 65 Compliant
- Double Wall Plastic Insulated · High Gloss Finish
- Fits Most Automotive Drink Holders

COLORS AVAILABLE: Blue, White, Sandstone, Red, Forest Green, Light Green or Carolina Blue, all with Black Insert and Lid

IMPRINT COLORS: Standard Silk-Screen Colors
APPROX. SIZE: 7" H
IMPRINT AREA: 4 W x 3" H · Wraparound: 9 ⅝ W x 3" H
See General Information For Details On Wraparound Imprint
SET UP CHARGE: $40.00(G) per color. $25.00(G) on re-orders.
MULTI-COLOR IMPRINT: Add .30(G) per extra color, per piece.
PACKAGING: 48 per carton @ 15 lbs.
(Must be ordered in full carton quantities)
FOB ZIP: 46176

96 144 288 576 1008
#5927 2.54 2.42 2.36 2.31 2.25