

# promotional products **work**

4imprint customers tell you how they have used promotional products to grab attention, grow their business, say 'thanks,' raise awareness or otherwise spread the word!



9<sup>th</sup>  
Edition

Matt, with  
4imprint  
4 years



Welcome to our 9th edition of 'Promotional Products **Work**'!

I know I say this a lot, but our customers are truly the best! Just when I think the 'idea well' might run dry, you show us more ways to get your name on the minds of those who can help you make a difference.

As in previous editions, we've collected these stories via the 'Two Second Survey' that goes out after every order, giving our customers the opportunity to share their story with us. With each iteration of this e-book, it becomes more clear that we all share one purpose—to leave an impression on those we come in contact with. Whether you are using promotional products to get a new business off the ground, initiate social change, introduce a new product or service, or to thank your supporters, we hope these ideas open doors for your organization.

Do you know someone who could use a little help increasing sales, spreading the word or thanking donors? If so, please pay it forward and share this e-book with them.


Let us help you make an impression in 2016.

Best,



Kevin Lyons-Tarr,  
CEO,  
with 4imprint  
25 years

Kevin Lyons-Tarr  
CEO  
4imprint, Inc.

P.S. Look for this icon  to see photos sent from our customers!



## [table of contents]

booth buzz . . . . .	3
build your brand . . . . .	17
for your cause. . . . .	36
saying thank you . . . . .	48
spreading the word . . . . .	66
team unity . . . . .	85
the carrot . . . . .	95

# [ booth buzz ]

Promotional products might just be the best thing ever when it comes to making sure your booth is the one they visit. Here are some ways to make sure there is a well-worn path right to your booth.



## Anonymous

“We hold symposiums 3 times a year for a department in our company to discuss upcoming areas of risk in the insurance sector. The lanyards added a nice, personal touch to the meeting and helped add an air of professionalism that my group was striving to achieve.”



[#125337](#),  
Lanyard - 7/8"

## Ann from Kansas City

“We were celebrating reaching a milestone and wanted all those who had succeeded to be highly visible to the 60,000 attendees at our conference.”



Sue, with 4imprint  
15 years  
Dave, with  
4imprint 18 years

[#104994](#),  
Soft Touch Pique  
Sport Shirt

## James from Tampa

“Our company provides web-based compliance tools for automobile dealerships. Our theme for the show was “Are you open to compliance?” The Pub Bottle Openers reinforced the theme and were a HUGE hit! The heft of solid steel conveyed quality and durability, and our two-color logo really popped off the white vinyl cladding. Even the bartenders wanted some—they were opening beers both nights using our giveaway, so everyone visiting the bars (meaning EVERYONE) saw them in use.”



[#127944](#), The Pub Vinyl Bottle Opener

## Anonymous

“The tradeshow was in Las Vegas so we used these pouches to hold casino chips. We put \$10 in each pouch and handed them out to our best customers. They were blown away by the creativity.”



[#102936](#), Key Ring Zippered Pouch

## Rena from Parma

“We participate in senior events such as healthfairs, some of which take place outside. The fans are a perfect giveaway that increases our exposure as they walk around with the fan.”



[#5137-HE](#), Hand Fan - Heart



## Susan from Jordan

“We wanted an item that was re-usable following our event. They used the bag for brochures and items they picked up at our Expo, with the idea they would keep it and use it in their vehicle, at the grocery store and so on.”



[#106542](#), Therm-O-Tote Insulated Grocery Bag

## Anonymous

“We wore the shirts at a client conference so that our customers could easily identify us. And that worked great with our lime green shirts! We were thrilled that the color so closely matched our company logo.”



[#118761](#),  
Silk Touch Performance  
Sport Polo

## Anonymous

“We attended a healthcare expo that was beach themed. The travel mug with our logo went into the bags that the expo gives out to all attendees. We were going for a message in a bottle, to keep with the beach theme. Inside the travel mug, attendees found an island coconut K-Cup® and our business card. Huge success—everyone loved it!”

Matt, with  
4imprint x years



[#6915](#), Steel Tumbler with  
Color Trim - 15 oz.

## Lynn from Deltona

“The microbuff will be a great icebreaker for attendees at the convention. I love the interactive way we show how it works and yet apply it to their personal device. Our company name will be visible all over the hall.”



[#114956](#), MicroBuff Mini

## Rachel from Jacksonville

“These were used as giveaways for an automotive tradeshow (SEMA).

The logos turned out great on the products, and we were very pleased with the quality.”



[#121583](#), Tire Gauge Key Light

## Anonymous

“Top OEMs were invited to do a show for the company’s full global sales team as well as all support staff. Seeing these out got everyone to stop by our booth to hear about our new products.”



[#101190](#), Boogie Bot

## Anonymous

“We had a Health Fair and had the items we ordered as a giveaway for the participants. The items were great in meeting our theme of “Be Well, Eat Well, Live Well”. ”



[#125593](#), Round Aqua Pearls Hot/  
Cold Pack

## Tessa from Ontario

“We were a gift bag sponsor at an expo, so every attendee was handed our gift bag with our Happy Hub Guy in it before they even entered the doors.”

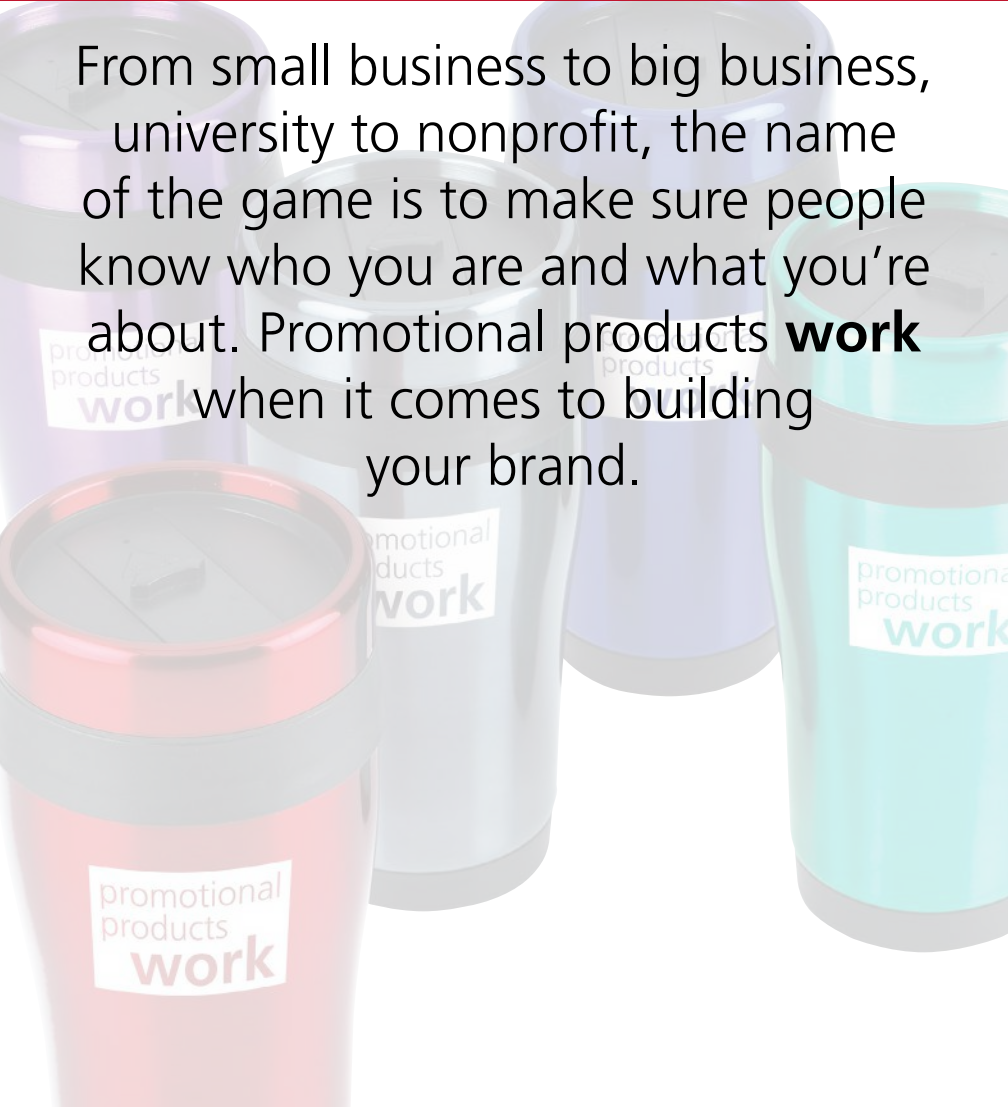


[#114622](#), Happy Hub Guy



# [ build your brand ]

From small business to big business, university to nonprofit, the name of the game is to make sure people know who you are and what you're about. Promotional products **work** when it comes to building your brand.



## Anonymous

“We used the bags with “Anderson Kennels” name and number to put some puppy chow in to go with the puppies we donated for the Pheasants Forever fundraiser. So if they have questions or would like to board their dog the info is handy.”



[#8832](#), Reflective  
Stripe  
Sportpack

## Catherine from Pittsburg

“This year is my 20th with owning an ice cream stand. I had the mugs printed with our logo and 20th year. We used the campfire mug which is big enough to hold a 12oz plastic sundae cup inside with a hot fudge sundae! We had to order them again! A HUGE hit with the customers! I am pretty sure by the response I will be ordering a 3rd time!”



[#311](#), Campfire Ceramic Mug

## Anonymous

“We handed the sun kits out at a charity golf event. Our company sponsored a hole and we handed out branded swag to our clients, competitors and project partners as they came through. From a marketing perspective, the kits were a cost effective way to show that our company anticipates needs and finds ways to address them. I think there are a number of people that came through during peak sun that will remember that our company gave them something potentially hard to find in a pinch and it was useful.”



[#128997](#), Sun Safe Kit

# build your brand

# #4

## Heather from Brooklyn

“I designed a calendar magnet with all the holidays marked for the upcoming school year—families love it, and I think it will help keep my business visible to people when they are planning vacations!”



Jason, with  
4imprint 1 year

[#111306](#),  
Billboard Magnet

## Anonymous

“We install stairlifts in homes. We use the tote bag to hold our product info so that it is easily accessible to our customer if they need it. We suggest they hang it on the arm of the stairlift to also carry items easily up and down the stairs.”



[#111603](#),  
Easy Shopper Tote

## Anonymous

“Whenever the local animal shelters / rescues have an event we do whatever we can to help sponsor and set up a booth to help promote our Veterinary Hospitals.”



[#5957](#),

Convertible Table Throw - 6' to 8'

# build your brand

# #7

## Sara from Pasadena

“We use these for welcome gifts—we’re a convention center/CVB and give them as a gift for potential clients or clients that have booked their event and are in town.”



[#126948](#),  
Hideaway Journal  
with Pen



# build your brand

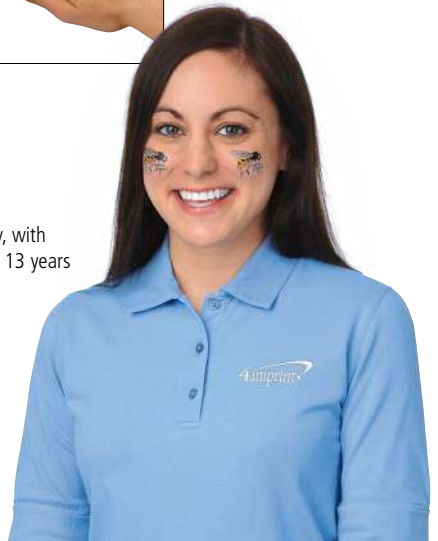
# #8

## Jessie from Montgomery

“We used our logo’d temporary tattoos during our grand opening event, for children in our dental practice and at a charity event where we sponsored a booth. Kids loved them, and it helped expose parents to our logo and practice.”



Becky, with  
4imprint 13 years



[#101115](#), Custom  
Temporary Tattoo

# build your brand

# #9

## Glenna from Aledo

“This was a great way to generate a continual marketing program for our Coffee Cart Business! I see them all over the school!”



[#105461](#), Coffee Clutch

## Alan from Winston Salem

“We sponsored the singer songwriter stage at RibFest and handed out toothpicks because after eating ribs a toothpick is very helpful.”



[#7124](#), Toothpick Dispenser

## Anonymous

“We give these to car dealerships and realtors to use when doing loans. One of the dealerships mentioned that they like the highlighters, since they have to do lots of highlighting on paperwork. And our name is on their desktop.”



[#12905](#), Triangular Highlighter

## Todd from Stow

“We are a new brand and we were presented with the opportunity to put our name before a pretty large audience. We ordered these shirts as a way to further our reach. We sent them to another business that will be promoting our business on national TV in 150 countries. They loved them! They even opened the box in front of some customers they have, and they said the customers loved the shirts and they all want more. 4imprint is going to be a crucial part of our branding strategy, and we have already ordered more product.”



Jen, with  
4imprint 15 years

[#6729](#),  
Hanes® Tagless® T-Shirt

## Anonymous

“The fans were used to promote our college at community events. We chose the fans since we live in the desert...we felt people would remember us if we kept them cool.”



[#113742](#), Mini Hand Fan

## Hilary from High Point

“We are a supplier and our sales team is using these as a logo/company recognition tool. What better way to remember a brand than when your phone is about to die and it’s “your brand” that saves it!”



[#128421](#), Energize Portable Power Bank - 2200 mAh

## Darren from Monroe

“We are a church located near a university. We will be giving out these frisbees with our logo and website. The frisbees will be filled with candy and an info card, then it'll be shrink wrapped and given out.”



[#28828](#),  
Sport Flyer 9"



## Anonymous

“We use the sheriff’s badges to show who paid admission into our Museum. The stickers are a BIG hit with kids and adults. They get to be sheriff for day with the badge.”



[#107168](#), Lapel Sticker by the Roll - Sheriff Badge

## Vickie from Cedar Rapids

“We used the zinnia seed box, accompanied by a folded business card that stated, “People grow in ways they never imagined living at Cottage Grove Place.” We are a life care retirement community. The flower boxes were well received and gave us another opportunity to keep our logo and name in front of our prospects.”



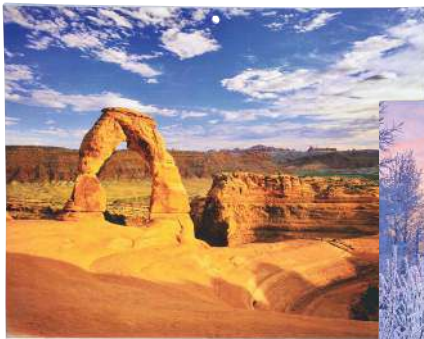
[#128284](#), Pop Up Planter Kit

# build your brand

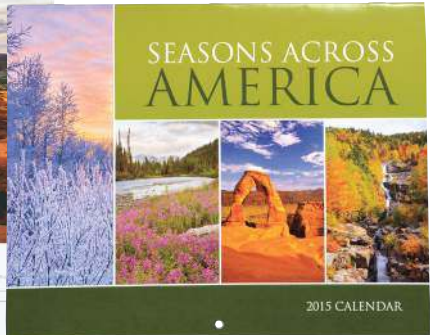
# #18

## Kim from Ponca City

“We use the calendars as giveaways at our Oktoberfest...It helps us get our business on the forefront of everyone’s mind going into the Christmas shopping season...”



Sun	Mon	Tue	Wed	Thu	Fri	
2	3	4	5	6	7	
9	10	11	12	13	14	
16	17	18	19	20	21	22
23	24	25	26	27	28	29



 Jackson State Bank

[#112194](#), Seasons Across America Calendar

# raising money for your cause

Whether it's a nonprofit, school store or fundraising, if you need money for the mission, promotional products **work**.



[ for your cause ]

# 1

## Anonymous

“At our annual walk event, we sold water bottles to increase our revenue for the event. The items were a huge success with our visitors from a local middle school.”



[#115555](#),

United Colors Tritan  
Bottle 24 oz.

## Gail from Acworth

“Each year we do a fundraiser to support our Science Lab for consumable supplies used for instruction. We offer a product for the students to purchase. The sunglasses are always a big hit.”



[#121706](#), UV-Turn Sunglasses

## Anonymous

“Instead of being solicited for donations for an expansion project at our retirement home, the residents took control of the situation and held a community event including live and silent auctions, raffles and our town’s first food truck rally (Go lol’s...little old ladies!!). We purchased napkins with the logo for the event to use at the live auction and they looked great! Did we meet our goal of \$25,000? Why, yes we did...we made \$60,000!”



[#105454](#), Touch of Linen  
Beverage Napkin

## Anonymous

“My good friend was diagnosed with stage 4 terminal renal cancer; the can Coozies will be sold to help pay any out-of-pocket medical costs.”



[#110](#), Pocket Coolie



[ for your cause ]

#5

## Tina from Manchester

“Our Golf Tourney is the best attended and biggest fundraising event we have. We are always in need of bags to hold the golfers’ goodies: golf balls, towels, etc. These worked great! The bags were strong and our logo was an added touch.”



Barb, with  
4imprint 13 years

[#5938](#),  
Celebration  
Shopping Tote Bag

## Allene from Boston

“The item (picture frames) was given away at a WTS golf outing with a picture of the foursomes in it. The golf outing helps raise money for the WTS scholarship fund. Everyone was very please with how it turned out. We used our special 35 year logo.”



[#128681](#), Horizontal Beveled Glass Frame - 4" x 6"

## Ann from Shofield

“The product was used for both a fundraiser and giveaway. Our students will be receiving iPads next year to aide in their learning. The stylus pens were acquired to be used as rewards for class participation in school-wide events, as well as a fundraiser for the student council.”



[#116498](#), Jada Stylus  
Twist Pen

[ for your cause ]

#8

## Cherie from Chillicothe

“We are a nonprofit providing clean water filters in Kenya, East Africa. The bottles are given to participants in our Water-Can Walk to raise funds for these filters. Minimum donation is \$35, which is the cost of a filter that lasts a family 7-10 years.”



[#9990](#), Comfort Grip Sport Bottle - 27 oz.

## Kristi from Crystal

“We used the brew pub glasses for our fundraiser that took place in a restaurant/bar setting. The bar worked with us to do drink specials using the glasses we ordered through 4imprint to increase our funds raised. For instance, the attendees purchased a filled pub glass for \$10 and received \$5 refills throughout the evening. We ordered 72 glasses since this was the first time we were ordered. We had 250 attendees at the event. The glasses sold out in the first half hour. We will definitely be ordering more next year!”



[#306-16](#), Brew Pub Glass - 16 oz.

[ for your cause ]

#10

## Lyn from Lake Worth

“We are using our bags for rewards for participating at certain events at the college. The first bags were awarded to the 3 teams of 8 who won the games at our Jump/Hoops for Heart fundraiser.”



[#129373](#), Sparks Drawstring Sportpack

[ for your cause ]

# 1 1

## Michelle from Harrisburg

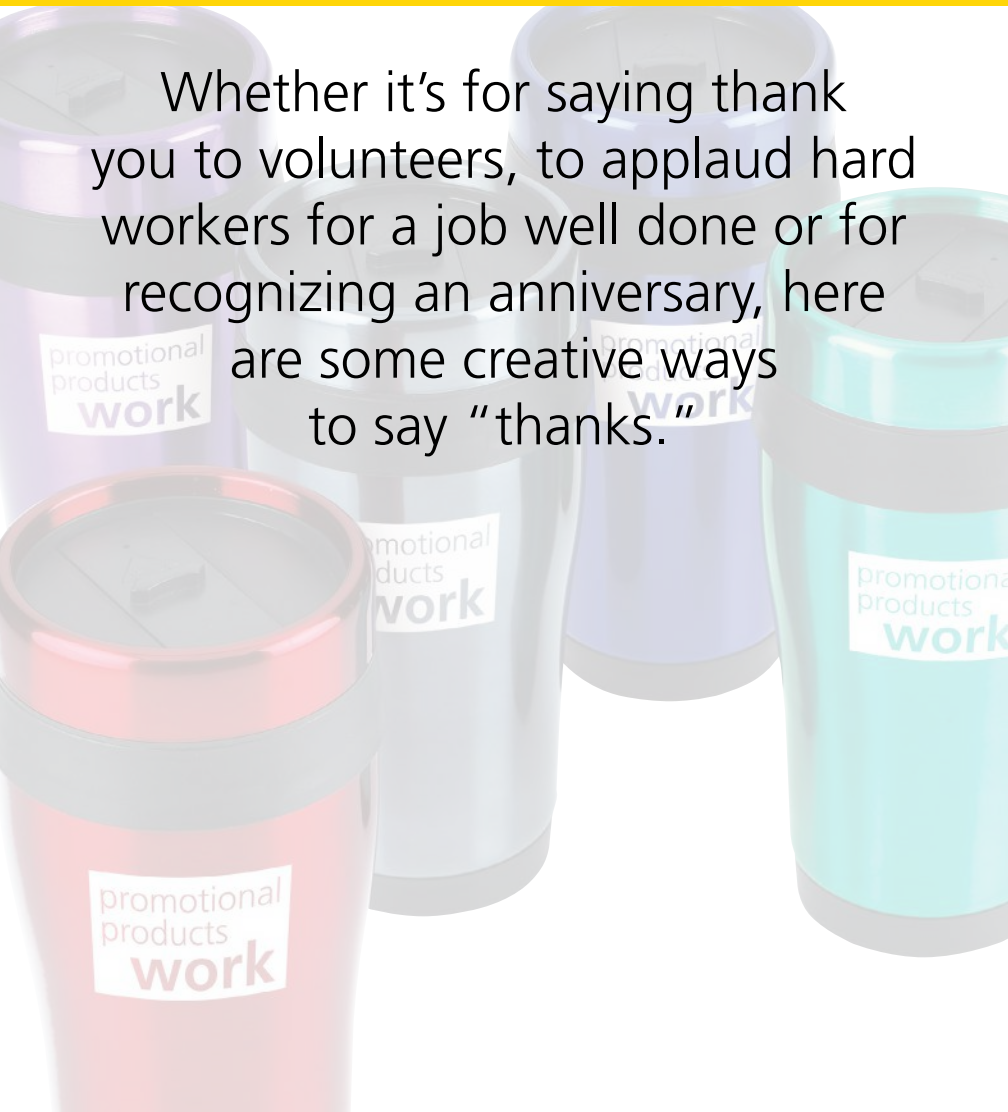
“We host a fund raiser for the Children’s Miracle Network every year. These t-shirts were thank you gifts for contributors. This is the third time we’ve offered the shirts, and people really seem motivated to contribute the minimum required to get the shirt. That motivation translates into more funds for a worthy cause.”



[#6729](#), Hanes® Tagless® T-Shirt

# [saying thank you]

Whether it's for saying thank you to volunteers, to applaud hard workers for a job well done or for recognizing an anniversary, here are some creative ways to say "thanks."





[ saying  
thank you ]

# 1

## Erin from Lakeland

“We are a trucking company and drivers have to log their trips (with nice, straight lines). They went bananas over these rulers. The perfect size and just what we needed.”



[#864](#), Magnifying Ruler

# [ saying thank you ]

# #2

## Katie from Cedar Rapids

“I ordered custom printed booklets as a volunteer appreciation gift. We normally give an annual gift (popcorn, chocolate, water bottles) and this gift was a hit with our volunteers. Perfect for purses or pockets, so I was told!”



[#116187](#), Budget Bound Journal

## Anonymous

“We ordered these wine glasses to use as a thank you gift for special friends of our organization - those people who have gone above and beyond. The glasses were customized with our logo and even have the look of being etched glass. They are fantastic - and pair wonderfully with a nice bottle of wine for a unique and personalized gift of thanks.”



[#8685](#), Stemless Wine Glass

## Anonymous

“These will be used as a thank you gift for our customers at a baseball outing we are hosting. The logo size is just perfect and the insides are.... Cubby blue! They are sure to be a hit!”



[#108570](#), Fleece Stadium  
Blanket/Cushion

## Denise from Detroit

“We wanted a small client group thank you to distribute at the conclusion of their event. We thought the seeded coaster was a great choice as it is relatively inexpensive (to allow us to distribute to entire group attendees), earth sustainable and something that they could take with them and plant alone or as a family project.”



[#108437](#), Seeded Paper Coaster

# [ saying thank you ]

# #6

## Anonymous

“This past year we started using iPads in our board meetings. Many of the directors were having to find a plug to charge their iPads at break times because they forgot to charge then the night before. As an end-of-year thank you gift, we purchased the portabel charger that they can use instead. It was a huge hit!”



[#127128](#), Executive Power Bank - 5000 mAh

# saying thank you

# #7

## Anonymous

“We have a great group of volunteer Board members who devote a lot of time to Blue Skies of Texas. The umbrella is a way to show them “We always have you covered”, and thank them for their service”



[#119399](#), ShedRain  
Windjammer  
Vented  
Umbrella

# saying thank you

# #8

## Doreen from Upland

“The visible and secure neck wallets allowed HonorFlightSouthland.org to safely and transport WWII Veterans to Washington DC. We used the pouch to store vital information and they were hands-free to enjoy and reflect on the memorials built in their honor.”



[#5245](#), Neck Wallet

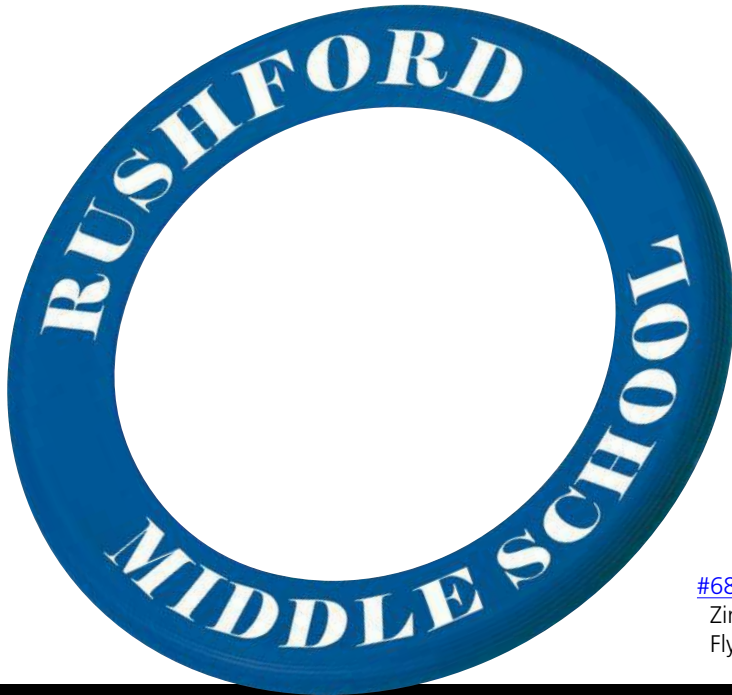


# [ saying thank you ]

# #9

## Daria from Layton

“We are an Orthodontic office - Used them for a Patient Appreciation Party - Give - A - Way at our Swim Party! They LOVED them. They flew great as we were giving tossing them to the people in the pool. Patients loved how easy they were to catch and toss again. Will be using these again!”



[#6851](#),  
Zing Ring  
Flyer

# saying thank you

# #10

## Anonymous

“We have a weekend school that is run 100% by our volunteers, from those that teach the classes to those that help with the operations of the school. We try to celebrate them and show them our appreciation for their dedication and hard work by giving them a gift during our volunteer appreciation luncheon.”



[#104109](#), Neoskin Journal

[ saying  
thank you ]

#11

## Michelle from Hoisington

“Clara Barton Hospital Foundation celebrates its 25th Anniversary this year, and we’re hosting a party! As one of the ways we’re celebrating, the Foundation is hosting a blood drive, with the American Red Cross (that was founded by our namesake Clara Barton).”



[#125021](#), Tag Along  
First Aid Kit

[ saying  
thank you ]

#12

## Kristine from Claremont

“We gave these tote bags out to teachers at our back to school kickoff event and filled them with school supplies. The teachers were very excited to have a bag they can carry their books and papers in throughout the school year.”

[#1105](#), Cotton Sheeting Natural Economy Tote



## Christine from Laguna Hills

“As a mortgage lender we send out personalized USB drives to our clients at the close of each transaction. The USB drives contain copies of their deed, preliminary title report, final HUD as well as their appraisal and other loan documents. This is our way of saying ‘Thank You’ to our clients by giving them information they need to keep at hand in a convenient and environmentally friendly way.”



[#112703](#), Swing USB Drive

[ saying  
thank you ]

#14

## Anonymous

“We play all sorts of games at the annual family gathering. The hats are prizes. Everyone wears a hat!”



[#2423](#), Elite Cap

# [ saying thank you ]

# #15

## Anonymous

“We are a mid size municipality in West Michigan and due to the economy, staff has had to do more with less. We have just started having “Thank you” picnics and giving them a small gift as a thank you. This is the second purchase we have made from 4imprint for this purpose.”



[#8220](#), 12-Can  
Convertible  
Duffel Cooler

# [ saying thank you ]

# #16

## Sheila from Sioux Falls

“Employees have been working a lot of mandatory overtime and we used the shirt to show our appreciation, they got to choose the color and size and it worked out great”

Laura, with  
4imprint 4 years

[#128621](#), Taza ¼-Zip Performance  
Pullover





# [ saying thank you ]

# #17

**Justin** from New York

“We used this product to reward the team after completing a tough project within a limited timetable and to help relieve “the stress” before the next phase of the project began.”



[#118048](#), Building Block  
Stress Reliever

# [ spreading the word ]

Whether it's public safety or a simple community reminder, here are a few ideas to help spread the word about your special campaign.



## Tammy from Canyon City

“We used the sport bottles as part of our annual “Color Me Free” Fun Run. The run is the first saturday in october to bring awareness to domestic violence, and to promote wellness/healthy lifestyles. The purple bottles were great!”



Brian, with  
4imprint 1 year

[#9990](#), Comfort Grip Sport  
Bottle - 27 oz.

## Anonymous

“We ordered a puzzle magnet to raise awareness about parents need to spend more quality time with their children, but also get our information and website out to the public. The magnet comes in very handy as there are 3 pieces. The picture frame has our logo and message on it, the business card has our logo and website and the puzzle pieces allows for families to create positive messages for each other.”



#6775, Picture Frame with Business Card & Word Magnet

## Anonymous

“We are using them as a publicity tool on our Facebook Page. We are doing a competition similar to ‘Flat Stanley’ where some of our Facebook followers can take him on their summer vacations and send us pictures of where he goes. We will post them on our Facebook page and give out prizes for most creative, farthest traveled, etc.”



[#101135](#), Stress Reliever - Policeman

## Paula from Annapolis

“I used the notebook as a giveaway to residents of assisted living and nursing homes. We inserted our business cards and put a copy of the “Residents Rights” inside. This serves as a reminder to the residents to keep a journal or notes about things they might want to discuss when the ombudsman visits them.”



[#111505](#), Business Card Notebook with Pen

## Becky from Gardendale

“Life in Grace Ministries hosts a woman’s mini ‘retreat’ and we give away something that reflect the theme of the day. This year the retreat is entitled, “Give an Inch.” the tape measures are the perfect give away. If you start with and inch and keep going, you can give a mile...”



[#5734](#), Vinyl Tape Measure

## Anonymous

“Using cups for our coffee cart that is being run by students with autism in our school. The mugs are reusable and help us teach about being green as well as learning job skills of collecting mugs, cleaning them and prepping the cart for the next day.”



[#6915](#), Steel Tumbler -  
15 oz.



## Anonymous

“We are a non-profit, non-partisan community group which needed more exposure. No budget for ads, so chose your sunshades imprinted with our logo as a great way of raising our profile in a hot, sunny summer climate.”



[#105521](#), Car Sun Shade

## Tara from Wilmington

“We passed out the tissue packs to our family members at our Family Farewell Reception during New Student Orientation. The tissues were practical as many tears were shed as families were saying goodbye to their new college student, but also encouraged laughter when we presented the tissues.”



[#116314](#), Small Tissue Packet

## Rosalinda from Harlingen

“We discuss 4 E-Colors that depicts different personalities. The colors of the pen received were given to each participant based on their top E-Color (red, yellow, blue or green). All happily received their pen.”



[#9764](#), Mardi Gras Pen

## Tamara from Tampa

“Our library gives free earbuds to students whenever they request headphones. Earbuds they can keep and use on our computers or their laptops; reduced waste (the others could not be obtained without masses of individual and unnecessary packaging and saved us man-hours.)”



[#126475](#), Ear Buds with Pod Wrap

## Shari from Cedar Hill

“We are promoting the new location of our Permanent RX Drop Box location. A magnet in a good location is a good reminder of where they can bring their expired or unused medications.”



[#16045-Q](#), Business Card Magnet -  
30 mil

## Dixie from Goshen

“We took our bags to Nicaragua on a recent mission trip. We filled the bags once we were there with basic food & health items. Each bag held 2 bags of rice, bag of beans, sugar, salt, spaghetti, soup mix, catsup, cookies, TP, soap, toothpaste, oatmeal & a lot of love!). These bags were very heavy & only one handle broke. Our team was very pleased with the way they held up under all the abuse we gave them :) They were handled many time before they got into the individual homes and were then prayed over.

Thank you for a quality product at a low price!”

[#106836](#),  
Value Grocery Tote



## Michele from Nashville

“Bags are used to create layette sets to be given away at a local hospital. We imprint the name of our charity project on the front of the bag”



[#5938](#), Celebration Shopping Tote Bag

## Julia from Jacksonville

“We held a press conference to announce a new service and gave the flash drives to the media. It contained all of the information they needed.”



Brande, with  
4imprint 3 years

[#112703](#), Swing USB Drive



## Jennifer from El Monte

“We used the pens as a promotion for yearbook. The pens were given away when the yearbook was distributed. They were very popular with the students. I would do this again.”



[#39152](#), Bic Clic Stic Pen

## Kelli from La Vista

“We purchased the sun glasses to give them away at the Boxer 500 - A SHORT Run to WipeOut Colon Cancer. This is a local running event and the glasses help continue to communicate our awareness message.”



[#109494](#), Risky Business  
Sunglasses

## Jean from Estill Springs

“The bags will be given to girls at an all girls school in Kenya, Africa to be filled with toiletries and given at Christmas. These girls live in a poor, rural area so they will probably use them for many years to come.”



[#105226](#), Polypropylene Sportpack

## Hannah from Coravllis

“We made Tobacco Cessation quit kits for our patients who are trying to quit smoking. We ordered bendeez sticks to put in the kits to help with the stress of quitting.”



[#1167](#), Bendeez Stick

# [ team unity ]

Whether you're looking to outfit your team for a consistent look, trying to build morale, or you want to create 'walking billboards,' promotional products get the job done.



## Kathy from Temecula

“The hats were worn by all of the volunteers at a community faire. They had the faire logo on them so people would be able to recognize and find the volunteers if they needed any help. The hats were good quality for the price and looked good on everyone.”



[#4893](#), Price-Buster Cotton  
Twill Cap

## Amanda from Tuscaloosa

“We are America Reads & Counts Tutoring Program, part of Federal Work Study at The University of Alabama. We give these bags to our tutors as part of their uniform to make them identifiable and to “generate buzz” if seen by others.”



[#125774](#), Peekskill Backpack

## Anonymous

“Team members had been asking for new name badges so we provided them with new badges as well as the lanyards with a USB drive which we preloaded with all of the agency policies, regulations, etc.”



[#125083](#), Lanyard USB Drive



## Anonymous

“It’s the start of a new school year and we meet for professional development each August. We like to give our teachers practical gifts. The remaining water bottles will be used in student raffles throughout the year.”



[#119696](#), Sip & Flip  
Aluminum Bottle - 24 oz.

## David from Sun Valley

“Gave these items during our annual all staff meeting for the nonprofit I manage. We have 63 employees across seven locations and these items were a thank you and a way for us to build unity and brand loyalty.”



[#112304-W](#), Cara Wave Travel Tumbler - 18 oz.

## Anonymous

“We wore these at a state conference as a spirit competition. And we won! We will be wearing them to our regular association meetings monthly as well. We hope to draw more members in when they see the group of us wearing them!!”

Marc, with  
4imprint 21 years



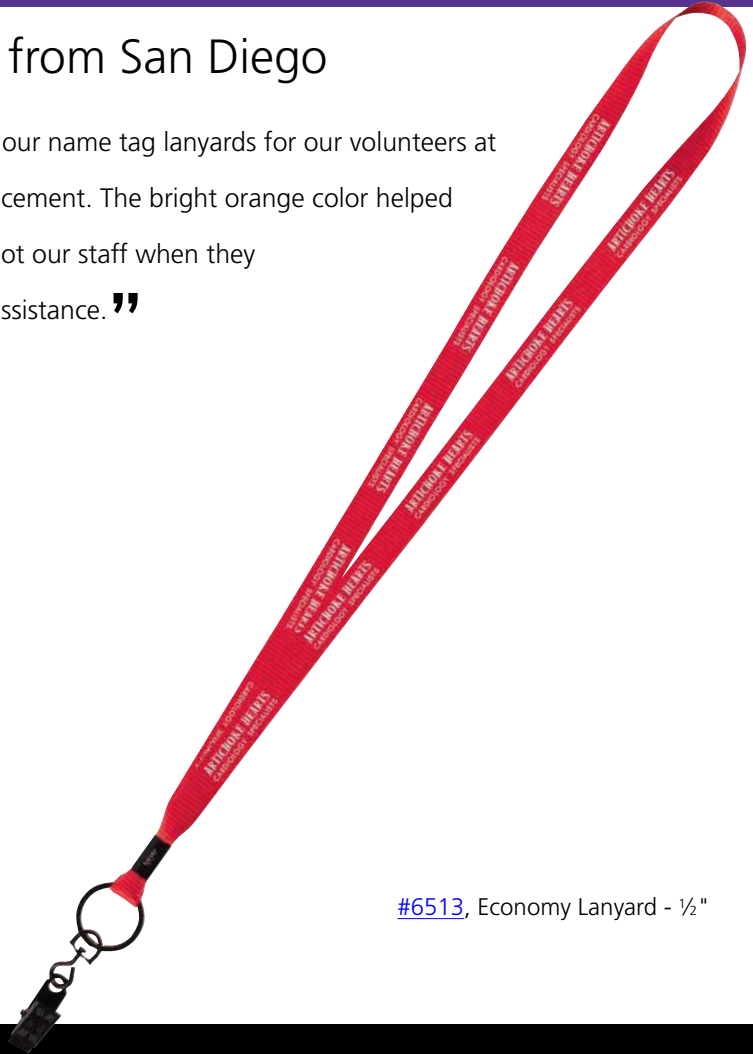
[#8826-LS](#), Blue  
Generation LS  
Poplin Shirt

# team unity

# #7

## Kathy from San Diego

“We used our name tag lanyards for our volunteers at Commencement. The bright orange color helped guests spot our staff when they needed assistance.”



[#6513](#), Economy Lanyard - 1/2"

## Christine from Bellevue

“These bands are given to families who live in our neighborhood and have been granted access to our private waterfront area. It is an identifier for them so our team knows they are allowed to be at the waterfront when campers are there.”



[#111806](#), Balance 3000 Bracelet

## Katy from Barboursville

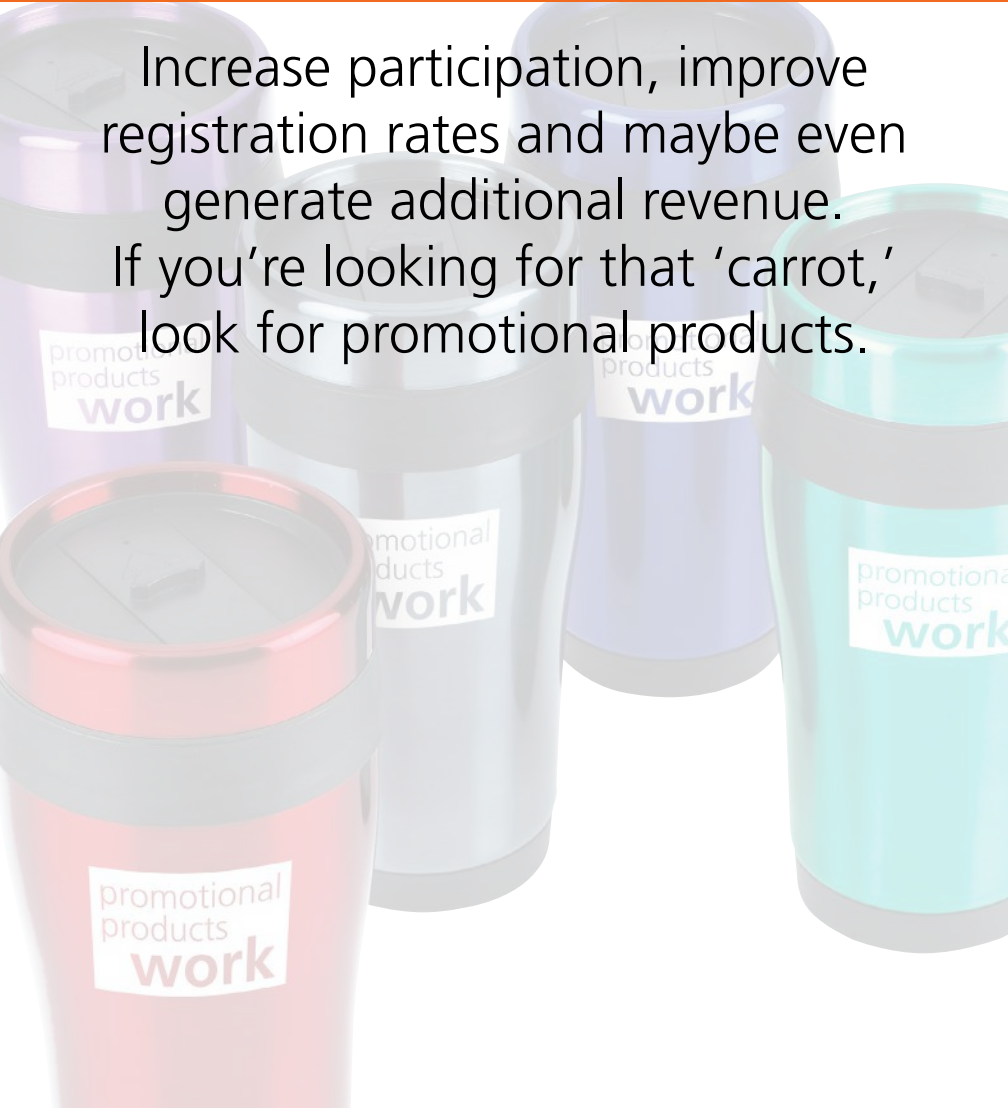
“Event Shirt: We are going on a family trip to Hawaii in December, and wanted shirts to commemorate the trip and unify us on our journey.”



[#6729](#), Hanes® Tagless® T-Shirt

# [ the carrot ]

Increase participation, improve registration rates and maybe even generate additional revenue. If you're looking for that 'carrot,' look for promotional products.



## Anonymous

“We gave away picnic blankets at a grand opening of an affordable housing development which was part of a larger master-planned project with for sale and rental units. The blankets were a big hit with residents and donors alike.”



[#112568](#), Playful Plaid Picnic Blanket



## Emily from Florence

“we purchased the cooling towels to give out as incentives for completing the monthly safety training. We knew the towels would be great incentives during the hot summer months”



[#125625](#), Keep It Cool Towel

## Anonymous

“We used these as a giveaway to our employees for safety month. It is a product they can use if in a situation where they need help. it has a compass if they are lost a whistle to draw attention and a light to help them see in the dark.”



[#6900](#), Whistle Key Light

## Belinda from Pasadena

“During our “May the 4th Be With You” Program we passed out your Black Mood Pencils. I explained to the kids that we were going to be making our very own Litesaber. We cut a small piece of Silver Duck Tape then a smaller piece of Black Duck Tape. I had the kids carefully wrap the top part of their pencil (right underneath the eraser area). While the kids were working on their project a child asked, “Hey Miss, does this litesaber have powers like the other ones have?” I quickly replied, “Of course it does! It has brain power. When you use it at school or at home while doing homework your Litesaber will activate and what you will be receiving is brain power. Your brain will be getting smarter and stronger.” After that comment I received several “Awww cool!” ”



[#114121](#), Black Shadow Mood Pencil

## Anonymous

“We held a health fair in our office and started a health challenge among employees. We gave company logo aqua pearls hot/cold packs to the participants. They were appreciated!”



[#125593](#), Round Aqua Pearls Hot/  
Cold Pack

## Barbara from Elizabethtown

“These items are sent to program completers who fill out our end-of-program survey. It’s a gift to them for completing, and incentive to give us the information we need for reporting.”



[#127137](#), Desk Cube with Ear Buds

## Kristen with Minks Collection

“I offered a free mug with a \$50 purchase, free mug with an email sign up, or \$5/mug to my customers. I sell young women’s affordable trendy clothing, and these mugs are a hit!”



Photo Credit @ Teresa Schmidt Photography

[#111699](#), Value White Mug

## Sarah from Sullivan

“We used the wooden nickels as customer incentives to be used for rewards with bundle purchases. As a ‘token’ of our appreciation, they could be redeemed for free coffee in our eating area or collected for larger rewards.”



[#12945](#), Wooden Nickels

## Evelyn from Many

“We are a resort on the lake. We created a special fishing package and included this cooler as an added bonus for booking this package. We would put water and snack items in the cooler for them to take with them on their fishing trip. Guests LOVE them.”



[#114325](#), Spectrum Budget 12-Pack Cooler



## Tiffany from Powhatan

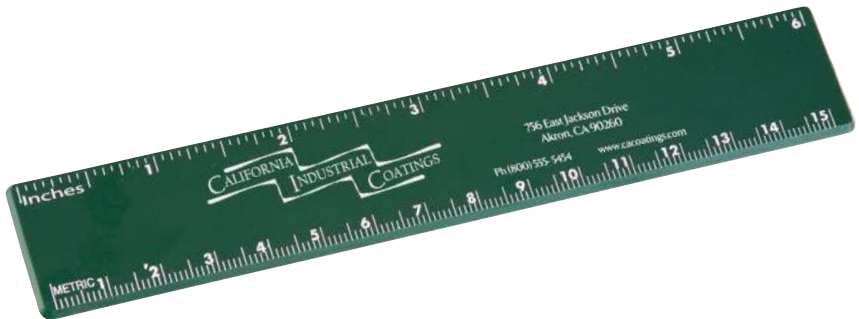
“As the school librarian, the Price-Buster Twill Caps are the perfect incentive to get our students READING! Once students reach their goals - they earn their very own “Star Reader” Cap!”



[#4893](#), Price-Buster Cotton Twill Cap

## Barb from Rocky River

“They are a little prize for doing well in a school math contest. Students always need a ruler during their high school math career and they have a happy memory of a school they love.”



[#5907](#), Recycled Ruler

## Sandy from Waltham

“We used the fitness bands as a prize for our annual fitness challenge. They were very well received and appreciated.”



[#102410](#), Everlast® Pilates Aerobic Bands

## Jennifer from Warrington

“We created a suggestion program called Alfred, after Alfred Nobel. Our EE’s get a monetary reward but also a custom Alfred coin...it’s our own spin on a Nobel Prize. Our EE’s love them!”



[#127299](#), Commemorative Coin

## Chrystal from Independence

“I ordered the water Infuser Bottle as an incentive gift for our employees who completed our annual health assessment.”



[#119405](#), Infusion Sport Bottle 25 oz.

## Taralinda from Madison

“I used the item as a giveaway for children after completing an activity. The goal was to encourage parents to leave their children with our sitters and explore the entire show - which worked well!”



[#4815-SB](#), Pillow Ball - Soccer

## Share your success story!

Have you found success with your promotional products? You can help others by sharing your expertise! Simply email a photo of your product to **social@4imprint.com** with a brief description of your success story. We'd love to share it with others via social media and maybe even in our next edition of 'Promotional Products **Work!**'

See more ideas and past editions of 4imprint's 'Promotional Products Work!' at  
**4imprint.com/EBook**

