



**Associated Students of Western Washington University  
Short-term Marketing Task Force**

**Marketing Outreach Proposal**

**Purpose:**

To market the Associated Students (AS) as a whole during the '10-11 school year with particular focus on 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 for 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 game and prize/giveaway to distribute marketing items to students along with information.

**Request:**

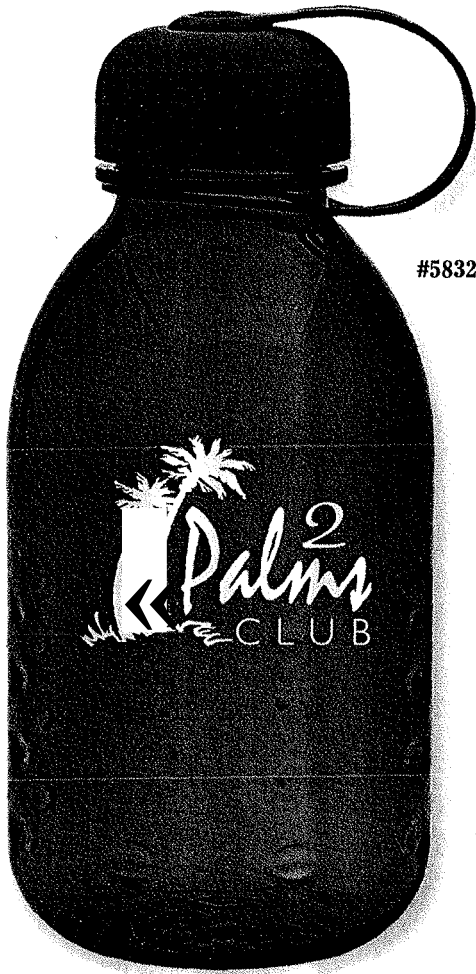
The Marketing Task Force is requesting money for 'trinkets' to be given away at the Info Fair and throughout the year. The task force also determined that the following items are practical, readily available and long-lasting.

**Trinkets & Cost Estimates:**

Item	Quantity	Price/Item	Setup Cost	Total
Water Bottles <i>{Appendix A}</i>	250	\$3.06	\$40	\$805
Drawstring Bags <i>{Appendix B}</i>	300	\$1.71	\$45	\$558
Key Chains <i>{Appendix C}</i>	250	\$0.81	\$40	\$243
Pens <i>{Appendix D}</i>	300	\$0.57	\$40	\$211
Prize Wheel	1	\$250.00		\$250
T-Shirts (A)	500	\$4.35		\$2175
(B)	1000	\$4.35		\$4350
<b>Estimated Totals</b>			<b>(A)</b>	<b>\$4250</b>
			<b>(B)</b>	<b>\$6450</b>

**Proposed Motion:**

Move to Approve NTE \$4250 or \$6450 from unallocated funds to fund the Marketing Outreach Proposal.



#5832

#5832-32 OZ. WATER JUG...

- Durable Tritair™ 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 W" H  
 IMPRINT AREA: 3" W x 2 14" 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.

	48	96	144	288	576
#5832	3.96	3.77	3.68	3.59	3.50 sc



tritan™  
from eastman

#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

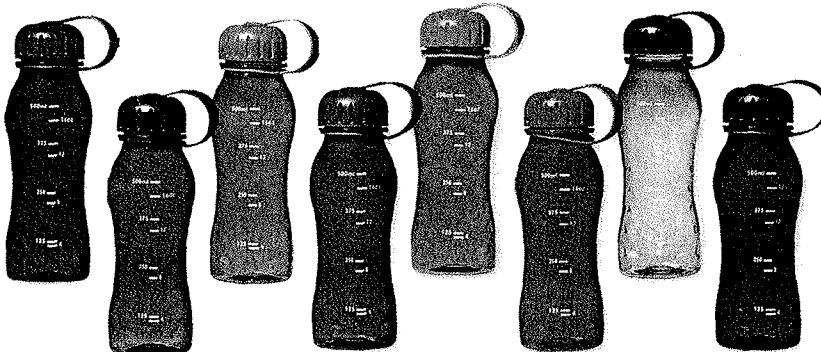


COLORS AVAILABLE: *Translucent*: Charcoal or Clear with Black Lids.  
*Translucent*: Pink, Blue, Red, Orange, Yellow, Green or Purple, all with Matching Color Lids.  
 IMPRINT COLORS: *Standard Silk-Screen Colors*  
 APPROX. SIZE: 9" H  
 IMPRINT AREA: 2" W x 1" H  
 SET UP CHARGE: \$40.00(G), \$25.00(G) on re-orders.  
 MULTI-COLOR IMPRINT: *Not Available*  
 PACKAGING: Poly Bag, 48 per carton @ 15 lbs.

tritan™  
from eastman

	48	96	144	288	576
#5831	3.38	3.22	3.14	3.06	2.99 sc

#5831



B



#3072 LARGE HIT SPORTS PACK...

• Nylon Drawstring Sports Pack Made Of 210 Denier Nylon  
Construction With Contrasting Simulated Leather Reinforcement Black Trim At The Corners.

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" Wx 20" H

IMPRINT AREA: 10" Wx10" H

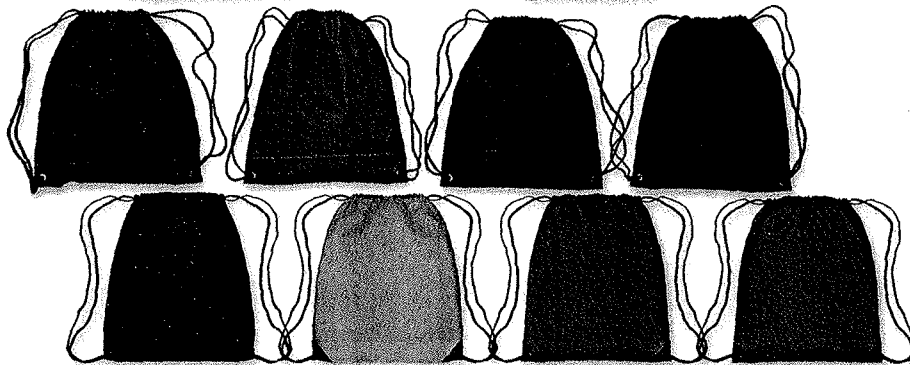
SET UP CHARGE: \$45.00(G) per color. \$25.00(G) on re-orders.

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.



	100	250	500	1000	2500
#3072S Silk-Screen	2.70	2.57	2.51	2.45	2.39 sc
#3072B Blank	1.80	1.71	1.67	1.63	1.59 sc



#3072



#3071 SMALL HIT SPORTS PACK...

• Nylon Drawstring Sports Pack Made Of 210 Denier Nylon Construction With Contrasting Simulated Leather Reinforcement Black Trim At The Corners.

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" Wx 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

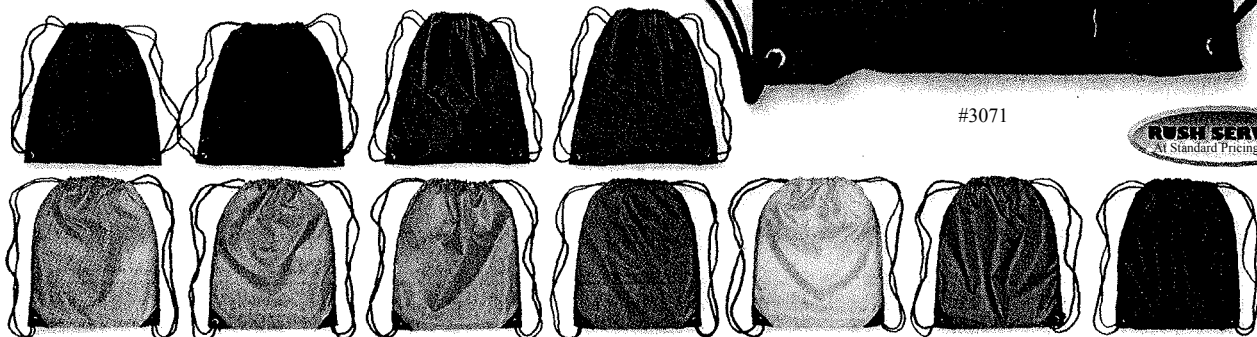
PACKAGING: 100 per carton @ 18 lbs.



#3071



	100	250	500	1000	2500
#3071S Silk-Screen	1.80	1.71	1.67	1.63	1.59 sc
#3071B Blank	1.41	1.35	1.31	1.28	1.25 sc



C  
**NEW!**



**#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' M' VV x 2 L' H

IMPRINT AREA: Vi' W x Vi' 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.

	250	500	1000	2500	5000	
#78	1.80	1.71	1.67	1.63	1.59	sc

**#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 Vi' W x 1 V' H

IMPRINT AREA: 1 W' W x %' 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.

	150	250	500	1000	2500	
#72	.67	.64	.62	.60	.59	sc



#72

**#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 V' W x 3 A' H

IMPRINT AREA: *Backside:* 1 Vi' W x %' 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.

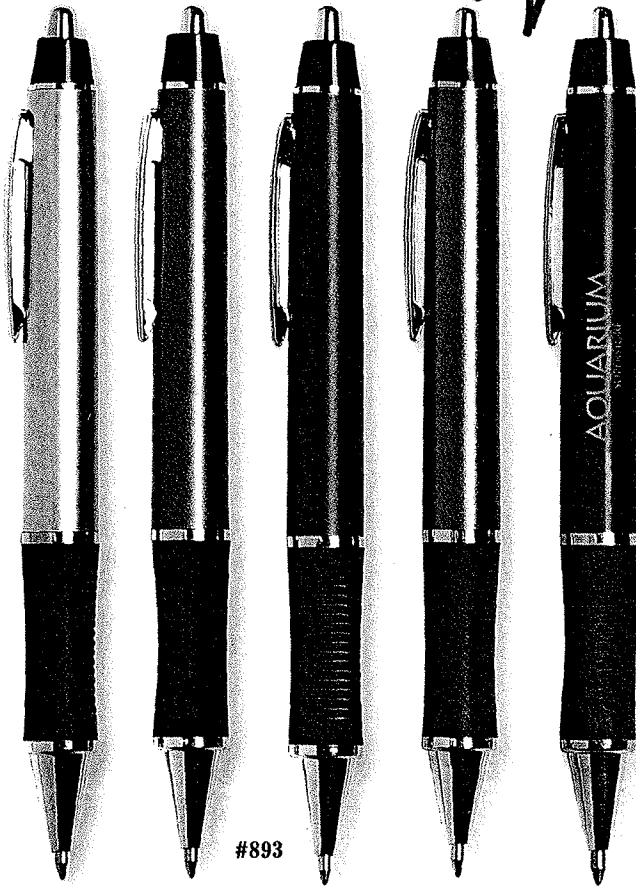
	150	250	500	1000	2500	
#108	.85	.81	.79	.77	.75	sc



#108



CARABINERS, TOOLS, LIGHTS and KEY TAGS



#893

#893 THE ESSEX PEN...

- Comfort Rubber Grip
- Matte Finish

D

#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 1/2" H

IMPRINT AREA: #893: 1 1/4" W x 1 1/4" H · #791: 1 1/2" W x 1/2" 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)

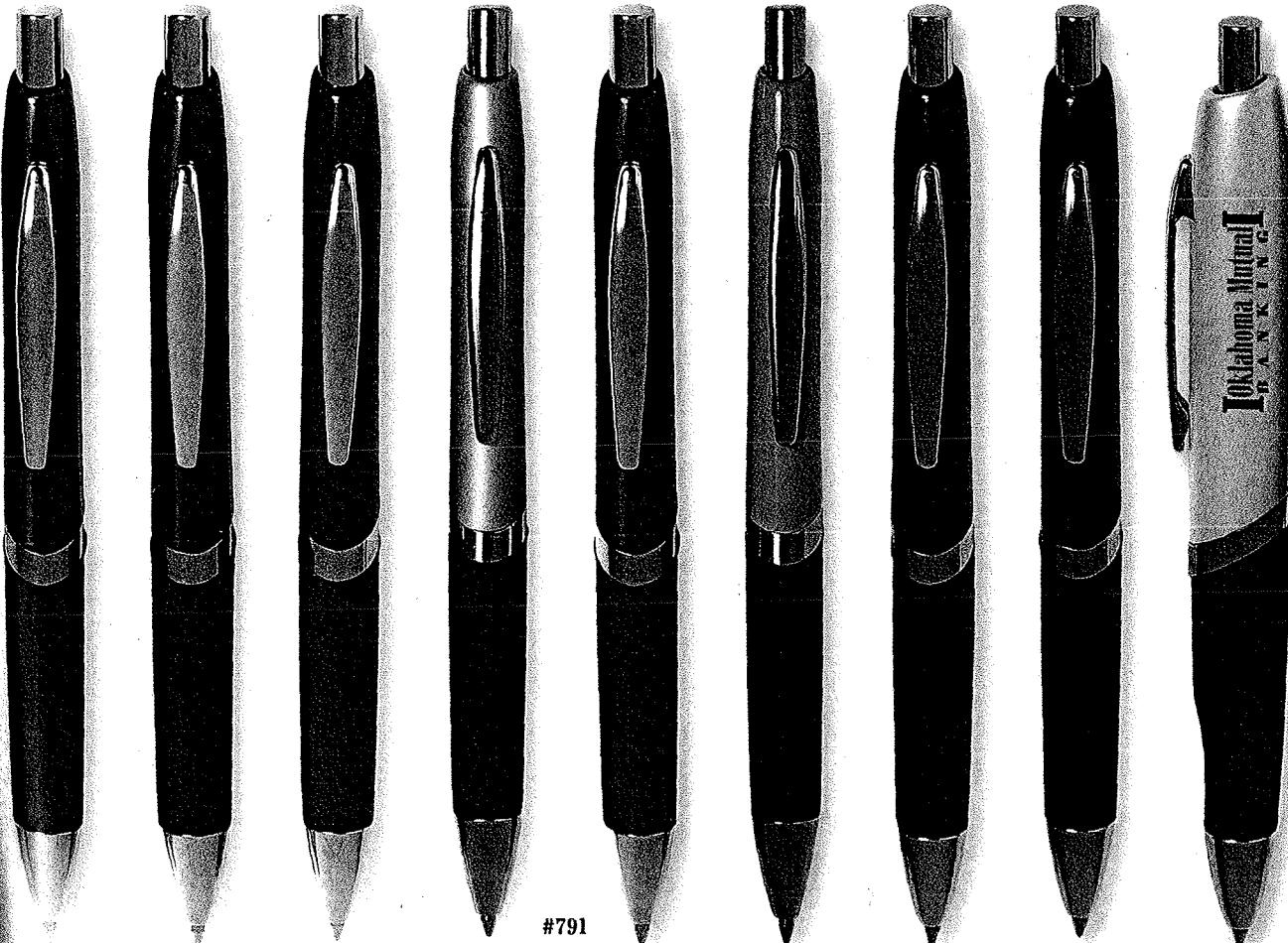
REFILLS: Black ink, medium point.

PACKAGING: Bulk, 500 per carton @ 15 lbs.

	250	500	1000	2500	5000
#893	.57	.54	.53	.51	.50 <sub>50</sub>

	250	500	1000	2500	5000
#791 Silver	.67	.64	.62	.60	.59 <sub>50</sub>

#791 Gold	.78	.74	.72	.71	.69 <sub>50</sub>
-----------	-----	-----	-----	-----	-------------------



#791

ONIIAWI INSTRUMENTS