



## **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 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.



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

### 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

Item	Quantity	Price/Item	Setup Cost	Total
T-Shirts	400	\$3.35		\$1340
Water bottles	100	\$3.22	\$40	\$362
Coffee Mugs	100	\$2.54	\$40	\$294
Pens	250	\$0.57	\$40	\$183
Key Chains	150	\$0.85	\$40	\$168
Prize Wheel	1	\$250.00		\$250.00
		Approx.	Ship/Handle	\$250
		Approx.	Sales Tax	\$250
<b>Estimated Total</b>				<b>\$3097</b>

#### Option B: 1,000 Items

Item	Quantity	Price/Item	Setup Cost	Total
T-Shirts	400	\$3.35		\$1340
Water bottles	200	\$3.14	\$40	\$668
Coffee Mugs	100	\$2.54	\$40	\$294
Key Chains	150	\$0.85	\$40	\$168
Drawstring Bags	150	\$1.80	\$45	\$315
Prize Wheel	1	\$250.00		\$250.00
		Approx.	Ship/Handle	\$250
		Approx.	Sales Tax	\$250
<b>Estimated Total</b>				<b>\$3535</b>



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**Option C: 1,500 Items**

Item	Quantity	Price/Item	Setup Cost	Total
T-Shirts	400	\$3.35		\$1340
Drawstring Bags	250	\$1.71	\$45	\$473
Pens	300	\$0.57	\$40	\$211
Key Chains	250	\$0.85	\$40	\$243
Candy	300			Already Budgeted
Prize Wheel	1	\$250.00		\$250.00
		Approx.	Ship/Handle	\$289
		Approx.	Sales Tax	\$280
<b>Estimated Total</b>				<b>\$3086</b>

**Option D: 1,500 Items**

Item	Quantity	Price/Item	Setup Cost	Total
T-Shirts	500	\$3.35		\$1675
Drawstring Bags	300	\$1.71	\$45	\$558
Water Bottles	150	\$3.14	\$40	\$511
Coffee Mugs	150	\$2.42	\$40	\$403
Pens	250	\$0.57	\$40	\$183
Key Chains	150	\$0.85	\$40	\$168
Prize Wheel	1	\$250.00		\$250
		Approx.	Ship/Handle	\$289
		Approx.	Sales Tax	\$280
<b>Estimated Total</b>				<b>\$4317</b>



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**Option E: 2,000 Items**

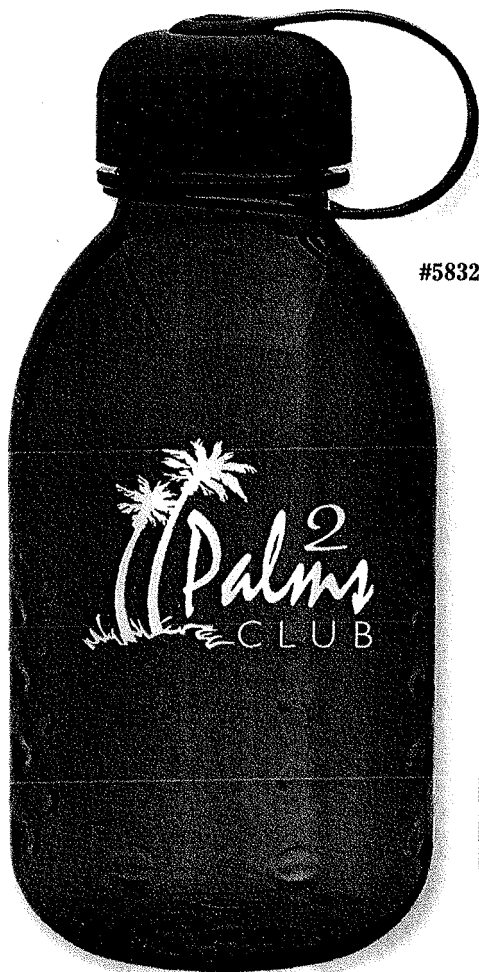
Item	Quantity	Price/Item	Setup Cost	Total
T-Shirts	500	\$3.35		\$1675
Drawstring Bags	250	\$1.71	\$45	\$473
Water Bottles	250	\$3.14	\$40	\$825
Coffee Mugs	250	\$2.42	\$40	\$645
Pens	250	\$0.57	\$40	\$183
Key Chains	250	\$0.81	\$40	\$243
Candy	250			Already Budgeted
Prize Wheel	1	\$250.00		\$250.00
		Approx.	Ship/Handle	\$500
		Approx.	Sales Tax	\$450
<b>Estimated Total</b>				<b>\$5244</b>

**Option F: 2,000 Items**

Item	Quantity	Price/Item	Setup Cost	Total
T-Shirts	750	\$3.35		\$2513
Drawstring Bags	250	\$1.71	\$45	\$473
Pens	250	\$0.57	\$40	\$183
Key Chains	250	\$0.81	\$40	\$243
Candy	500			Already Budgeted
Prize Wheel	1	\$250.00		\$250.00
		Approx.	Ship/Handle	\$400
		Approx.	Sales Tax	\$300
<b>Estimated Total</b>				<b>\$4362</b>

**Proposed Motion:**

Move to Approve Option D, NTE \$4500 from the Operational and Enhancement funds to fund the Marketing Outreach Proposal.



#5832

### #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 VA" H  
 IMPRINT AREA: 3" W x 2 W 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 Reinforced Black Trim At The Corners.

COLORS AVAILABLE: Red, Royal Blue, Black, Navy, Forest Purple, Yellow, Orange or Lime Green with Contrasting Black 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

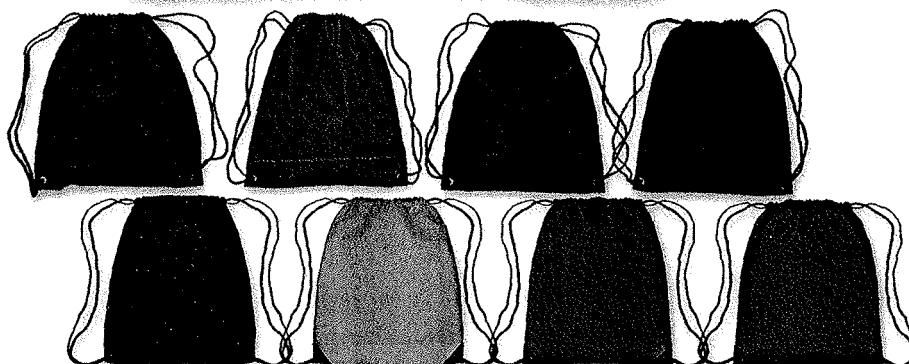
SET UP CHARGE: \$45.00(G) per color. \$25.00(G) on re-orders

MULTI-COLOR IMPRINT: *Transfer*: Add .50(G) per extra color per piece. \*4 Color Process Available See General Information 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" 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

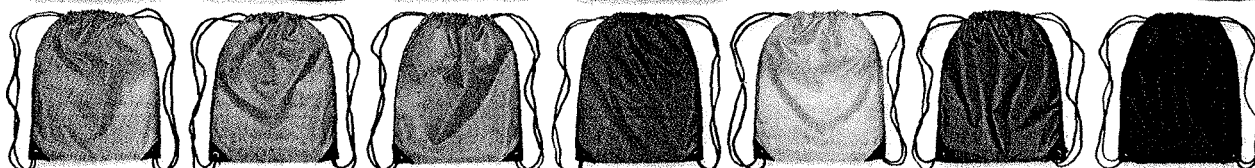
PACKAGING: 100 per carton @ 18 lbs.



	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



#3071



**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 1/2" W x 2" W H

IMPRINT AREA: 1 1/2" W x 1" 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 1/2" W x 1 1/2" H

IMPRINT AREA: 1 1/2" W x 1" 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



### #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 2" W H

IMPRINT AREA: *Backside*: 1 1/2" W x 1" H

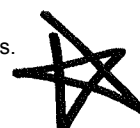
SET UP CHARGE: \$40.00(G), \$25.00(G) on re-orders.

MULTI-COLOR IMPRINT: *Not Available*

PACKAGING: Cello Bag, 500 per carton @ 16 lbs.

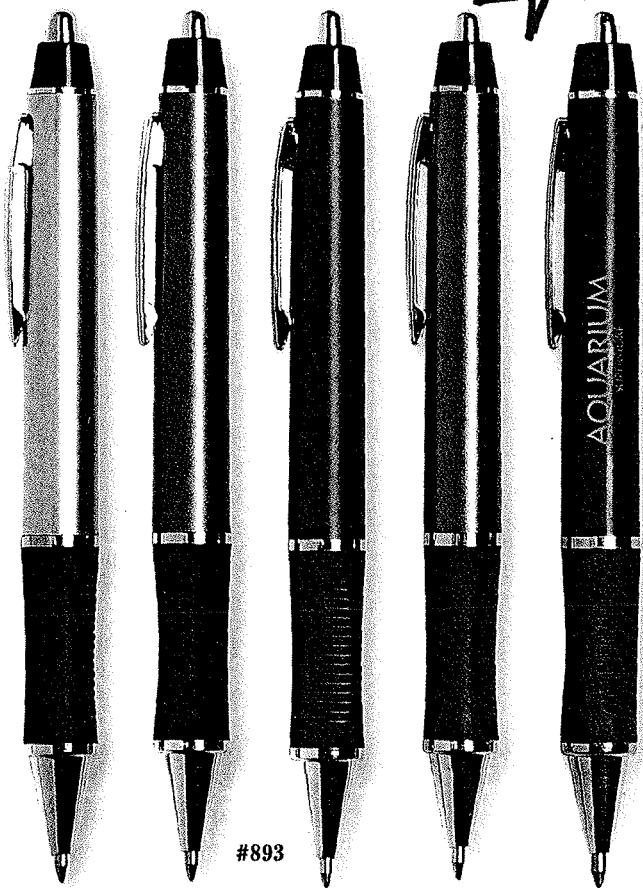
	150	250	500	1000	2500
#108	.85	.81	.79	.77	.75

SC



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 Vi' H

IMPRINT AREA: #893: 1 Vi' Wx Zi' H · #791: 1 A" WxW'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.

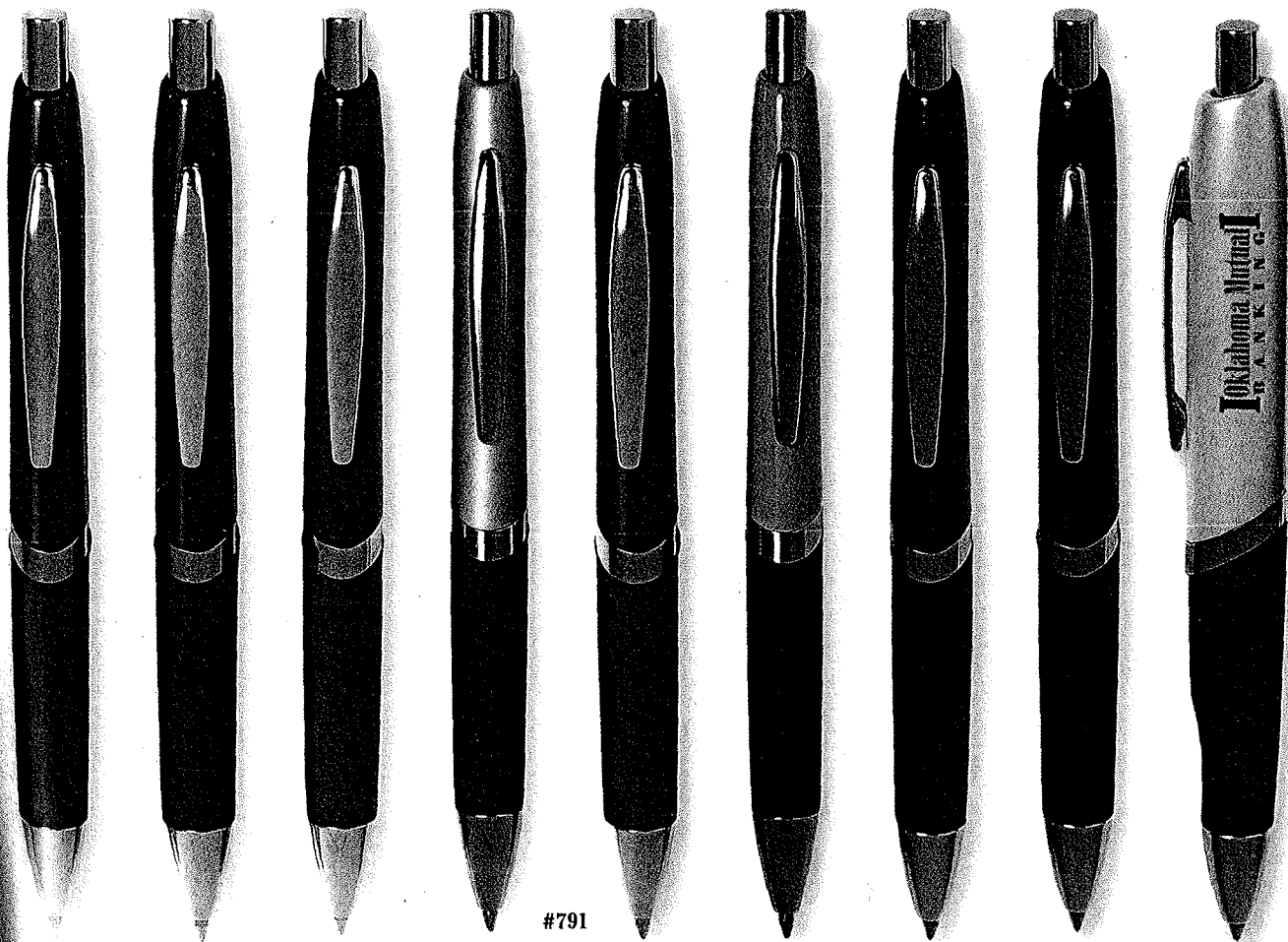
PACKAGING: Bulk, 500 per carton @ 15 lbs.

	250	500	1000	2500	5000
#893	.57	.54	.53	.51	.50 sc

	250	500	1000	2500	5000
#791 Silver	.67	.64	.62	.60	.59 sc
#791 Gold	.78	.74	.72	.71	.69 sc



# WRITING INSTRUMENTS



#791



hitgreen!

ocean evolve<sup>™</sup>  
biodegradable



#5926

**#5926 EVOLVE<sup>™</sup> 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 1/2" H

IMPRINT AREA: 2 1/2" W x 2" H · Wraparound: 7" W 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.

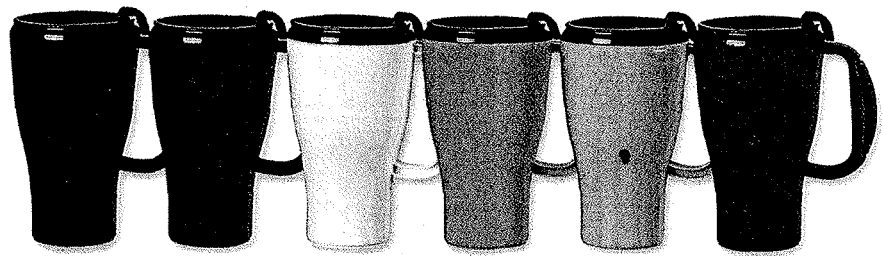
MULTI-COLOR IMPRINT: Add .30(G) per extra color, per piece.

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 sc



**#5927 EVOLVE<sup>™</sup> 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 W x 3" H · Wraparound: 9 5/8" 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.

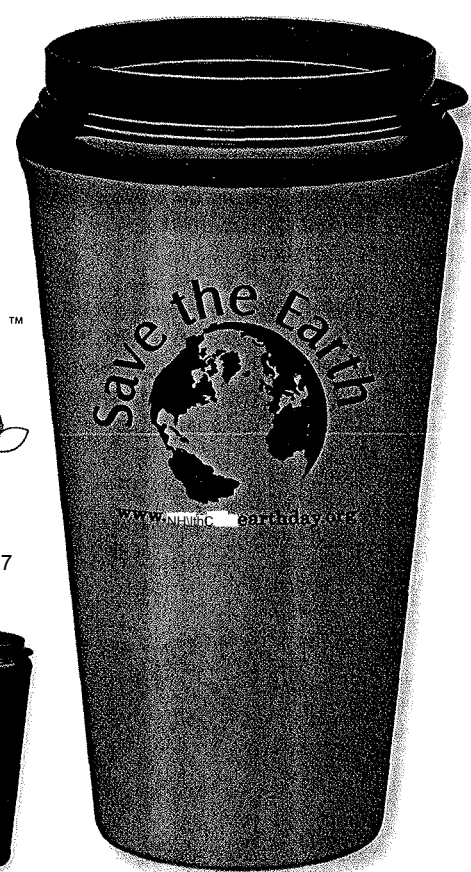
(Must be ordered in full carton quantities)

FOB ZIP: 46176



ocean evolve<sup>™</sup>  
biodegradable

hitgreeneri



#5927

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

