Company Swag Planner

Choose swag people keep

Promotional Product Inc
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1. The keep-or-toss test (fail two, skip it)

- [ ] Would I use this at home?
- [ ] Is it better than what they already own?
- [ ] Does it fit their life?
- [ ] Would they show the logo in public?

2. Plan by audience

Audience	Tier	Item	How many
New hires	Gift		
Whole team	Gift		
Remote staff	Gift		
Event guests	Everyday		
Leaders and VIPs	Premium		

3. Tiers

Everyday	Gift	Premium
T-shirts, mugs, pens, stickers	Hoodies, tumblers, backpacks, blankets	Name-brand apparel, tech, luggage

4. Before you order

- [ ] Sizes collected with a form
- [ ] Home addresses collected
- [ ] Logo files ready
- [ ] Free proof approved
- [ ] In-hands date confirmed

5. Dates

Sizes due

Proof approved by

In-hands date

Cost per use: item price divided by times used. A $40 hoodie worn 100 times is 40 cents a wear.