

Swag Bag Planner

Plan the bag, the count and the timeline on one page

Event: _____

Date: _____

Who gets a bag: _____

Bags needed: _____

Tip: order about one in ten extra for walk-ins and spares.

THE FIVE-SLOT BAG FORMULA

1 CARRY

The bag itself: tote, drawstring or gift bag

My pick: _____

2 SIP

A cup, tumbler or bottle

My pick: _____

3 WRITE

A pen and something to write on

My pick: _____

4 SNACK

One treat they can eat today

My pick: _____

5 KEEP

The one item they will still use next year

My pick: _____

Insert card message: _____

COUNTDOWN

☐ 6 weeks out

Pick the five items and confirm the count

☐ 5 weeks out

Approve artwork for every printed item

☐ 3 weeks out

Items arrive: open each box and count

☐ 1 week out

Assemble the bags in an assembly line

☐ Event day

Hand out bags at check-in, not at the exit

☐ After

Note what ran out and what was left over

Assembly tip: lay items along a table in packing order, heaviest first, and walk each bag down the line.

Notes

Free printable from PromotionalProductInc.com

Bags and everything that goes in them: promotionalproductinc.com