

Leave-Behinds & Take-Aways

Give your clients something that keeps you on their minds. Mechanics leave a coolie in the car; plumbers leave a mug near the sink; clients can take home warranty info in a zippered bag.



Customer Appreciation & Incentives

Give new customers a gift with their purchase or new contract. Give repeat customers a gift to show how much you value their continued business.



Trade Show/Fair Handouts

Economical items can be given to potential clientele as they visit your booth. No booth? Then just walk around handing them out to passers-by!



Event Sponsorships

Adding your logo to event souvenirs, door prizes, and "goodie bag" items puts your logo in the hands of many potential clients. Sponsoring charitable events spreads goodwill. Events to sponsor include golf tournaments, car shows, cookoffs, walks/runs, little league sports, and more!



Objective #RP: A local landscaping company was looking for a way to increase referrals.

Solution: The landscaper provided a local nursery with Rapster™ handle wraps printed with his contact information. The handle wraps were put on shopping bags of customers who purchased \$25.00 or more.

Result: The landscaper saw an increase in calls regarding his service.



Objective #268-01: Create awareness about new deli in town.

Solution: Sponsor a local golf tournament being held to raise money for juvenile diabetes. Donate golf ditty bags (available on our web site) with the deli's contact information.

Result: Weeks after the tournament, people were still mentioning the ditty bag when they went into the deli. Lunch traffic was increased.



Objective #378-02: An insurance agency was beginning to sponsor a Little League team.

Solution: Provide the team with individual water bottles with the team's logo on one side and the insurance agent's contact information on the other side.

Result: Promotes goodwill in the area and great publicity for the agent.



Objective #0549: Property management company in a college town want to sign more leases.

Solution: Hands out Mobile Accessory Holders to everyone looking at apartments. Items were printed with the message, "Be Mobile with Free Wireless at University Hill Apartments".

Result: Client increased their quota and signed more leases.



Objective #100-ECO: A city was trying to increase awareness of its enhanced recycling program.

Solution: Advertise a free gift for anyone bringing in 25 pounds or more of material to be recycled on the first Saturday of the month. The gift is an Eco Coolie with the logo, "I used to be a plastic bottle" on one side and on the other, "[city's name] Recycles."

Result: People love the Coolies, and the local media has mentioned the program. Awareness of the recycling program has increased.