

FALL 2024

amplify[®]

Promotional products. Remarkable results.

Put a bow on it

Tie holiday gifts to a fun party theme, p. 6

Delight your donors

Branded gifts to rally support, p. 23

On-point trade show promo

Scope out an expo star, p. 18



Share your ideas and amplify your brand's exposure! >>

When there's reason to celebrate, make the most of it.



Kevin,
with 4imprint®
33 years

From holidays to milestones to achievements, we all can find a cause for celebration from time to time. When that happens, the right promotional product can help commemorate the occasion. In this issue of *amplify*, we'll share stories from customers who turned celebratory moments into lasting memories. A few examples:

- The Women's Football Alliance handed out commemorative hats and T-shirts to the winning team after its championship game. ([Lasting Impressions](#), p. 15)
- McColly Real Estate celebrates when agents close a referral—a process that can take years to complete. The agents

are rewarded with items like coolers and water bottles. ([Trend](#), p. 19)

- A Brigham Young University program gifted employees Nike® duffel bags during its holiday celebration with an “I'll Be Home for Christmas” theme. ([Cover](#), p. 6)

We hope the creative ideas in these stories inspire you to make the most of your next celebration.

A handwritten signature in blue ink that reads "Kevin".

Kevin Lyons-Tarr, CEO
4imprint

Do you use promo products to make a celebration special? We'd love to hear about it. Email 4ideas@4imprint.com and tell us about it.

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amplify[®]

Promotional products. Remarkable results.

amplify offers an unmatched glimpse into real-life ways you can use promotional products to gain remarkable results.

Share your story and amplify your exposure!

Have you used our promotional products to boost your brand? Or do you have exciting plans to do so? We'd love to hear your story and collaborate to amplify your success. As a valued 4imprint partner, you'll gain FREE marketing exposure for your brand.



Put your ideas into action

Email your stories to 4ideas@4imprint.com. If selected, we'll lend a hand and may even help cover the cost of additional promotional items! This is a fantastic opportunity to showcase how our products have helped you and to inspire others.

Gear up with promotional products for sports

Score big with branded promotional products for sports



We're a second (working on third) generation family-owned business. My dad, Jerry Brown, started the fishing line business after his "first retirement." Now, we've taken it to the next level with swag to show off our brand.

Marilyn



Excited to distribute these awesome stickers at our upcoming Free Play Day next Saturday!

Bridge the Gap Tennis



These coolers were purchased for a Clay Shoot and were a big hit!

Deanna



Our team overheard these customers brag about their swag!



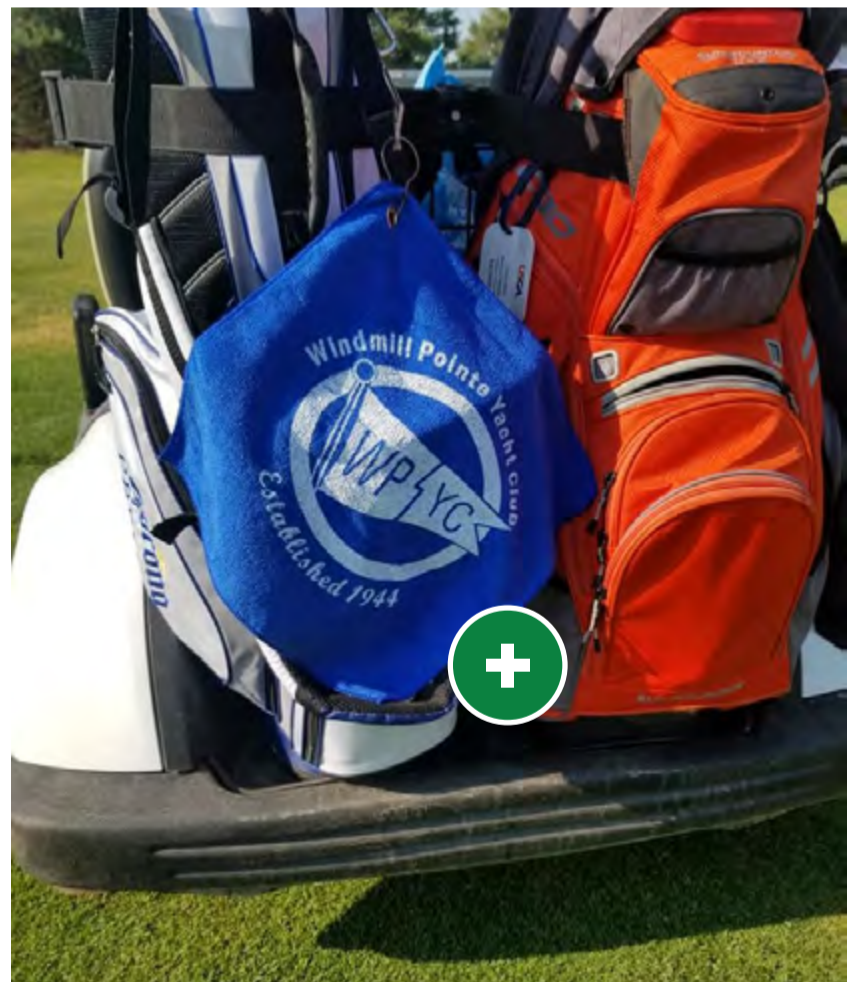
Be on the lookout for these Guntersville Chevy® Footballs at our local Guntersville High School football games. The cheerleaders will be throwing to the crowd.

Beth



My wife was diagnosed with Stage 4 Colon Cancer She was given 6 months to live. Today, she runs 7 miles daily and our team runs to raise money and awareness. ... Our hot pink shirts were easily noticeable and often complimented.

Steve



Golf towels turned out very nice - thank you!

Kathy

Stand out on the field with promotional products for sports



Pick a theme, unite the team



Two forward-thinking organizations use team holiday gifts to elevate work parties



Brigham Young University brings it home for the holidays



As a member of a team tasked with “revolutionizing the human resources and finance systems” at [Brigham Young University](#), Mary Blake knows the importance of being on the cutting edge. A forward-thinking mindset not only helps her implement crucial information management systems on campus, but it also helps her plan next-level holiday parties.

Blake is the program administrator for Program Granite, the university’s HR and finance systems implementation team. Last year it held a holiday party with an “I’ll Be Home for Christmas” theme. Taking place in the Provo, Utah, campus theatre, the celebration included about 70 employees. Among them was a special guest—BYU mascot Cosmo the Cougar—who sported a blue Santa suit and handed out team holiday gifts, including [Nike duffel bags](#).

“It was so fun,” said Blake, who rolled up the bags in ribbon and adorned each with a bow and candy cane. “We tried to keep the vibe like a family party. It was right before Christmas break, so the duffel bags were gifts everyone could use when traveling over the holidays.”

Nike Squad 2.0 Duffel



“We tried to keep the vibe like a family party. It was right before Christmas break, so the duffel bags were gifts everyone could use when traveling over the holidays,” said Mary Blake.



Creative party planning pays off

While offering spirited fun, a workplace holiday celebration provides more than just good times. It can also [foster a sense of belonging](#), boost morale, celebrate diversity and strengthen relationships, among other positives.



“People really appreciated our effort to encourage family time and take a real break from work,” Mary Blake said. “Everyone was really excited about it.”

A theme can bring extra creativity and lend joy to a holiday party and is among the [top party trends of 2024](#). The right theme idea can make a year-end celebration special. And as Blake’s work shows, including holiday gifts for employees puts it over the top. “People really appreciated our effort to encourage family time and take a real break from work,” she said. “Everyone was really excited about it.”

A theme can bring extra creativity and lend joy to a holiday party and is **among the top party trends of 2024.**

Source: thebash



Columbia Basin Hospital hosts a holiday-movie night



Party ideas worthy of applause

Another group turning up the fun on holiday festivities is [Columbia Basin Hospital](#) in Ephrata, Washington. Susan Scheib, director of communication and development, organizes its annual “Night at the Movies” holiday celebration. Each December, a local movie theater is reserved for employees and guests to come together for pizza, snacks and a family-friendly show.

Years ago, the event would include opportunities for employees to win raffle prizes. The preparation was both extensive and expensive. Last year, Scheib changed course and

prepared swag bags using [tote bags](#) stuffed with [fleece blankets](#), [lip balm](#), [candles](#) and other items. The new team holiday gifts were a big success.

A gift worthy of an encore



Two-Tone Tote Bag



Ribbed Fleece Blanket



There was still a chance to win prizes too. “Each employee received a swag bag when they came in, and nobody knew what was in each one,” Scheib said. “I put an Elf on the Shelf® in one bag, and whoever found it won a \$50 gift card to a local pizza place. Honestly, the swag bags were such a hit that I’m going to do it again next time.”

About 200 people came to last year’s celebration, including employees, family and friends. Because the full team can’t attend the party—the hospital must remain staffed, of course—swag bags, pizza and snacks were delivered to employees working the night shift.

“Now our people carry those bags everywhere,” Scheib said. “Some use them as purses; other people use them as lunch totes.

And the blankets went over well too. Some of the families were wrapped up in their blankets while watching the movie.”

Holiday gifts for employees show appreciation

Program Granite and Columbia Basin Hospital are two examples of how creative party planning, including incorporating a theme and thoughtful team holiday gifts, can create a memorable experience. And with established success, both groups plan to continue those winning strategies through another holiday season. [4](#)

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Celebrate the season with these team holiday gift ideas



Campfire Ceramic Mug



Hot Chocolate Bomb Mug Stuffer



Holiday Charm Snowflake Ornament



Lip Moisturizer Ball



4-Way Gift Box - Holiday Confections



This year's best business gift ideas for the holidays

By Suzanne Worwood



Top picks they'll enjoy long after the workday ends >>



This holiday season, to help recipients keep your brand close at hand, choose business gifts they can use where they spend the most time—home sweet home. Here are 10 of the season’s best business gift ideas that are sure to be a hit.

Cozy business gifts make a warm impression

Let comfy season commence by gifting the [Super Soft Plush Blanket](#). Luxurious polyester faux fur makes this the blanket they’ll reach for first, plus the velvet trim and embroidered imprint ensure your brand stands out.



Super Soft Plush Blanket



Cork Bottom Ceramic Mug



Rustic Coffee Mug



Ultra Sound Speaker with Bamboo Wireless Charger

Turn up the joy this season

A warm beverage sure hits the spot on cold winter days. The [Cork Bottom Ceramic Mug](#) has an eye-catching cork accent that helps protect surfaces from heat. Plus the push-on lid helps reduce the chances of a spill. Or choose the [Rustic Coffee Mug](#). Its natural clay bottom brings an artisan feel to the morning coffee routine.

Music lovers will appreciate a business gift that adds both aural and visual ambience, like the [Ultra Sound Speaker with Bamboo Wireless Charger](#). This stylish Bluetooth® speaker features a bamboo top plus LED ring that lights up when in use. And it doubles as a wireless charger to help keep them powered up and connected.



Sporty business gifts for those on the move

Fitness enthusiasts on your team or customer list will feel their hearts race when you gift [Skullcandy® Push Active True Wireless Sport Ear Buds](#). With flexible over-ear hooks, a charging case and nine hours of playback time, this gift shows how much you value your partnership.

Looking for something trendy? Add your logo to the [Squall Pickleball Set](#). It features two wood paddles and a plastic ball in a mesh bag. It's a great way to connect your brand with their good times.



Skullcandy Push Active True Wireless Sport Ear Buds



Squall Pickleball Set



Chalet Stripe Throw Blanket



When recipients prefer spectating over participating, give the [Chalet Stripe Throw Blanket](#). Made from acrylic, polyester and recycled cotton with whip-stitched edges, this blanket keeps recipients warm whether they spend their evenings at the hockey rink or around the campfire.

Cozy them up to your brand

Business gifts foodies will savor

When your gift list includes recipients who savor flavors, the [Vermont 12-Piece Cheese Set](#) will be greatly appreciated. The bamboo board is an ideal backdrop for holiday cheese trays. Stainless steel markers make cheeses easy to identify, and the ceramic dipping cups help separate snacks and spreads. That's a delectable branding opportunity!



Vermont 12-Piece Cheese Set

Whether your gift recipients like to socialize with friends or curl up with a good book and glass of wine at the end of their workday, the [Napa Valley Optic Stem Wine Glass](#) with your deep-etched imprint makes an elegant gift.

Napa Valley Optic Stem Wine Glass



Sonoma Wine Set



Also for the wine enthusiasts on your list, the [Sonoma Wine Set](#) is an eye-catching option. The wooden box holds a bottle stopper and winged corkscrew featuring on-trend copper accents. It's the perfect gift for ringing in the new year and celebrations long afterward.

Pair recipient interest to holiday business gifts

Whether your business gift recipients prefer cozy, sporty or culinary, the best business gift ideas match their interests. Fun or functional (or both), the gift you offer will have them seeing your thoughtfulness as a present itself. Happy gift giving! [4](#)

Meet the author:

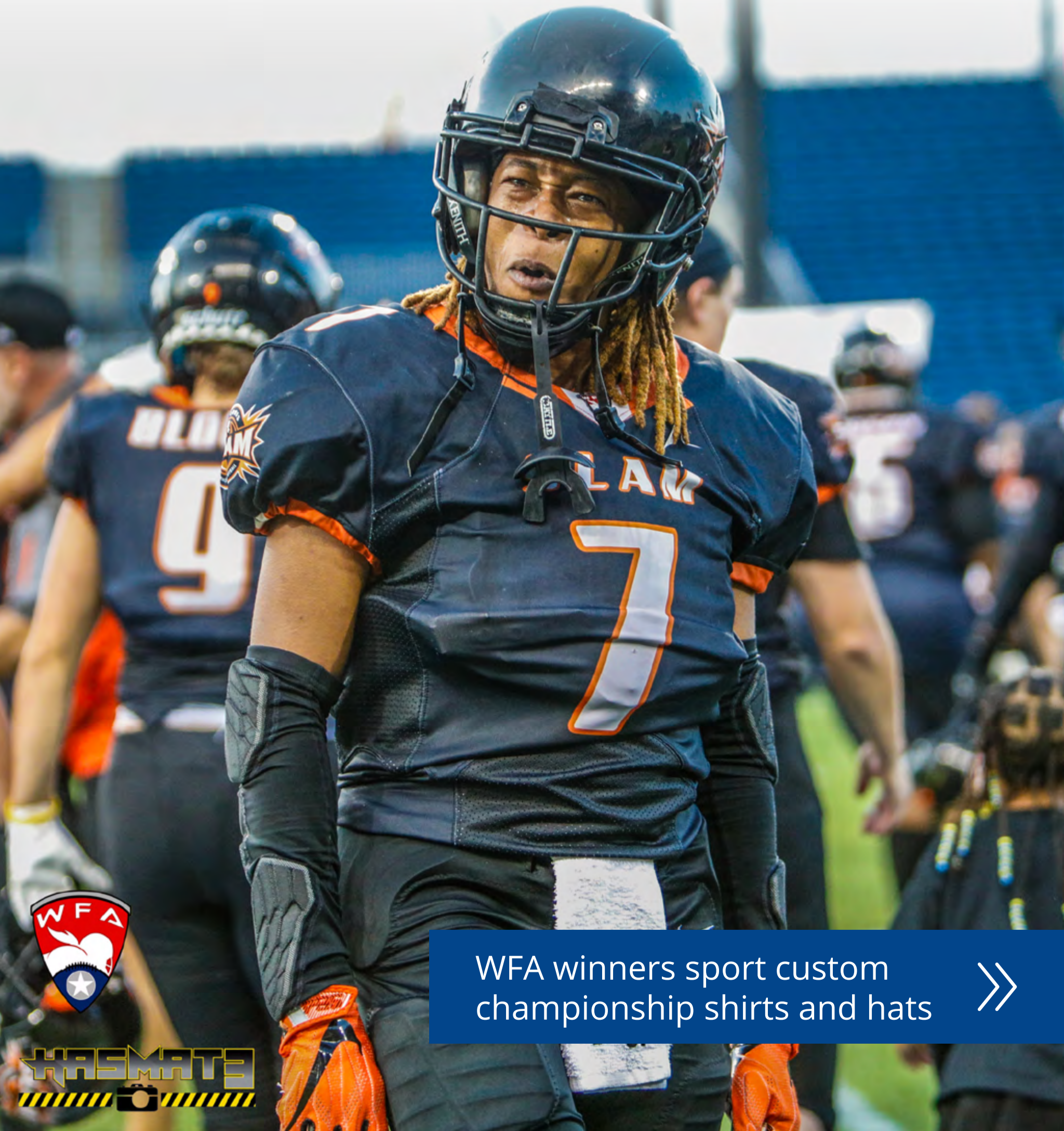


Suzanne Worwood, with 4imprint 29 years
Chief Product, Supply Chain and Sustainability Officer



LASTING IMPRESSIONS

Celebrate in style



WFA winners sport custom
championship shirts and hats





As the final seconds ticked down and the St. Louis Slam secured victory over the Boston Renegades in the [Women's Football Alliance](#) pro division National Championship Game, a celebration followed unlike any in the league's 16-year history. For the first time, the more than 40 women whose dedication and hard work brought them to the pinnacle of the WFA celebrated with custom championship [shirts](#) and [hats](#). "It made the

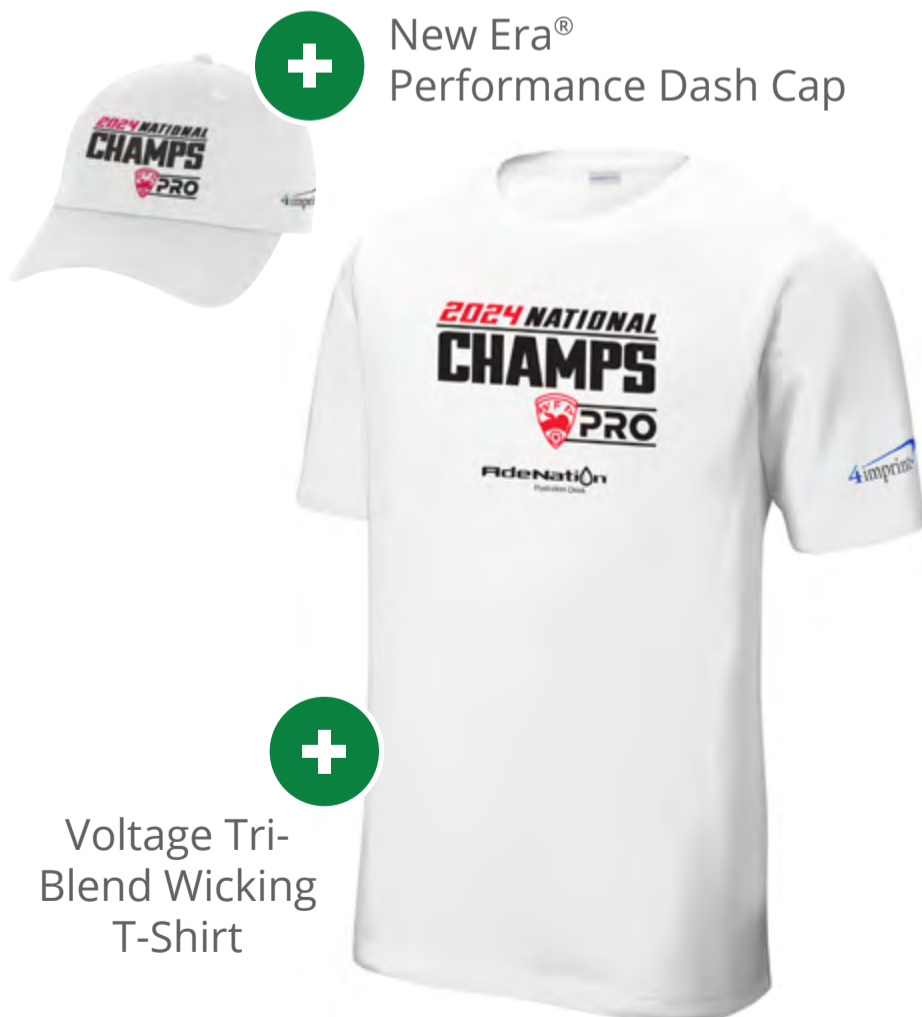
"The players really felt like they just won the Super Bowl," said Lisa King.

players feel amazing, like the professionals they are," said Lisa King, WFA commissioner. "It made a huge impact on them."

Fans watching at the Pro Football Hall of Fame® in Canton, Ohio, and those who tuned in to the live broadcast on ESPN2®, saw the championship merchandise at the post-game festivities. "All the pictures that were taken after the game, they're in their hats and shirts," King said. "The players really felt like they just won the Super Bowl®."

A league and game on the rise

King, a former football player herself, launched the WFA in 2009 with her husband. What began with 24 teams has grown to 58 spread over three divisions, from Los Angeles to Miami to New York City.



New Era®
Performance Dash Cap

Voltage Tri-Blend Wicking
T-Shirt



The WFA is one of several women's football leagues vying for mainstream attention. Along with other tackle leagues, there is a growing passion for women's flag football. Both men's and women's flag football will debut at the 2028 Summer Olympics.

According to USA Football®, there were more than 100,000 girls, ages 6 to 12, playing flag football in the U.S. in 2023, [an increase of over 200% percent](#) from 2014. USA Football's CEO, Scott Hallenbeck, recently said the Olympics inclusion has been like "[rocket fuel](#)" for women's football.

The WFA is part of the sport's growing popularity. After repeated one-year deals, the WFA recently signed its first two-year



contract to air its championship game on ESPN2. The number of players and teams continues to climb. New partnerships, including one with the NFL® Alumni Association, are expanding what's possible. "It's like a snowball rolling downhill at this point," King said. "Especially in the past six years, things really skyrocketed."

The future is wide open

Football is the most popular sport in America. As momentum builds, there's no telling what's possible for the WFA and the women's game. What we do know is that more women than ever are working hard to earn the right to someday proudly sport custom championship shirts and hats.

"It's an incredible sport, and unfortunately, these women never got to play it early in their lives," King said. "It's a huge adrenaline rush like I've never had in a sport before. It's not for everybody, but for some, it's everything." [4](#)

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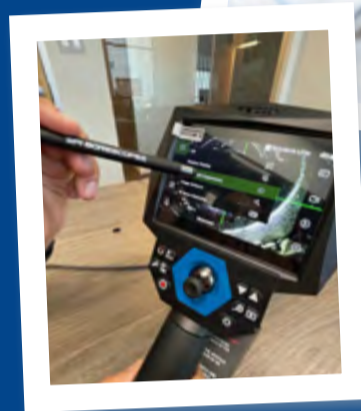
Note: 4imprint partnered with the Women's Football Alliance and sponsored the custom championship shirts and hats mentioned in this story.



On-point expo promo products

Scoping out creative swag ideas

SPI Borescopes manufactures instruments used to inspect hard-to-reach or otherwise inaccessible spaces. The Miami, Florida-based company serves a variety of industries, including aviation, energy, automotive and the armed forces. Already known for product innovation, it's no surprise SPI can now boast about its creative swag ideas too.



★ Passing inspection

When preparing for PBExpo, the planning team zeroed in on the Charleston Soft Touch Stylus Metal Pen. What makes this pen such a clever choice is the stylus for touchscreen devices—a perfect match for SPI's Recon Pro borescope camera. The expo swag item combined the longevity and brand visibility of a pen with an industry-specific use.

★ Staying on brand

“Our goal was to combine branding and functionality,” said Martha Cruz, marketing coordinator. “We wanted to select items that reflected SPI's sleek yet user-friendly designs.” Showcasing the Recon Pro borescope was a

priority. Using a promotional item that could be used with the Recon Pro product was the perfect way to remind potential customers of the company's offerings.

★ Additional expo swag

The SPI booth also included the Mahala Diamond Travel Tumbler, which was used as a special gift for attendees who registered for a demonstration. “A ton of people came to our table, and they were very impressed with our promotional products,” Cruz said. Like the pen, the SPI-branded tumbler was successful in driving product demonstrations and proving the company's bright ideas reach far beyond borescopes.

TREND

Play the long game

McCOLLY
Real Estate
mccolly.com

Lead-gen gifts pave the way to future success for two companies



MSACROA knows how to “attract” conference attendees



When putting together plans for an annual conference for higher-education professionals, Dawn Renta doesn't think just about the upcoming event. She also considers what it will take to bring people back the following year.

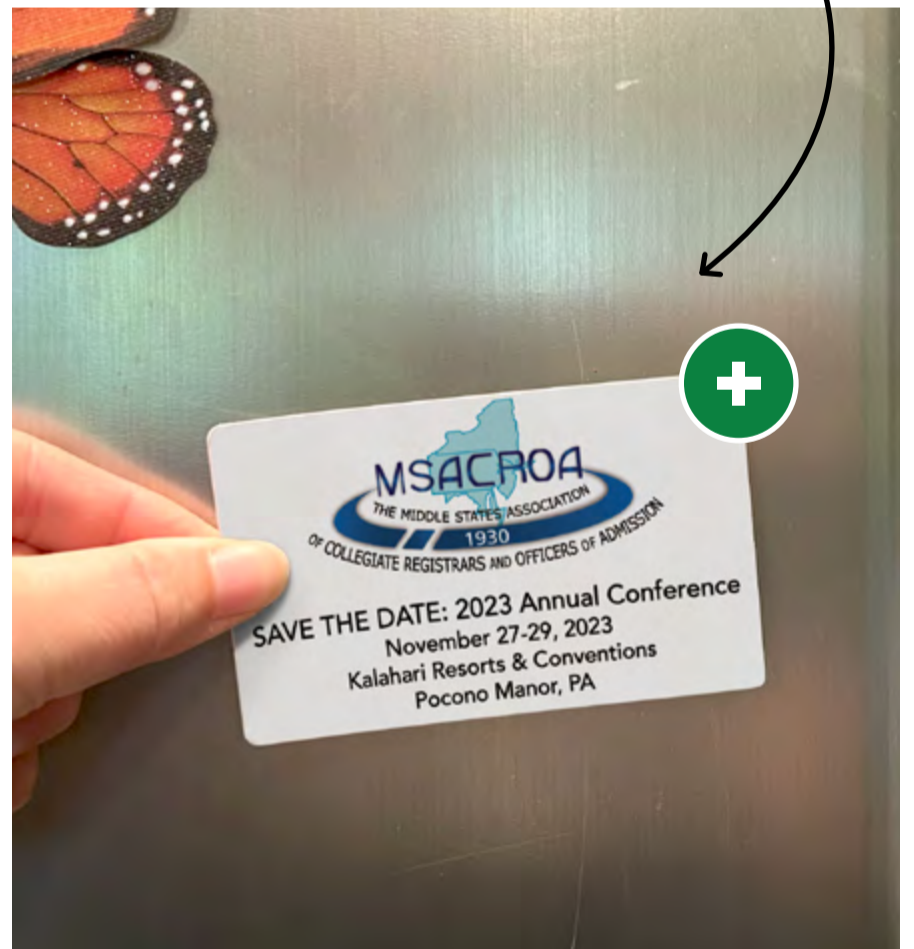
Renta is president of the [Middle States Association of Collegiate Registrars and Officers of Admission \(MSACROA\)](#), a regional professional development group for people working in higher-education admissions, registration, student services and other areas. MSACROA's yearly conference draws about 150 attendees from around the East Coast. Each year, it's held in a different city.

At the start of the conference, every attendee receives a swag bag. Inside is a [magnet](#) imprinted with the date and location of next year's conference.

“People come to the conference and walk away with a physical reminder of the next one,” said Renta, who also is director of graduate academic operations and student progress

at West Chester University in West Chester, Pennsylvania. “If they put that magnet on their refrigerator or filing cabinet, it's constantly in their line of sight. It keeps us in the front of their mind.”

Make your branding stick



Focus on the long term

MSACROA's strategy nurtures leads over an extended period. Using promotional products as lead-generating gifts—also known as lead-gen gifts—helps turn today's success into momentum for the future.

The likelihood of a recipient doing business with an advertiser after receiving a promotional product increases by up to 41%, according to research. But when that positive business outcome happens varies. It could happen immediately—or it could take days, weeks, months or even years.

The likelihood of a recipient doing business with an advertiser after **receiving a promotional product increases by up to 41%**.



Source: asicentral



McColly Real Estate keeps agents focused on the future

An incentive to foster relationships

Another organization keeping an eye on long-term success is McColly Real Estate, an independently owned and operated real estate company in Schererville, Indiana. Drew Ranich, director of relocation and referrals, said the company celebrates the closing of referrals by giving out items like cruise cooler totes, luggage identifiers and water bottles.

Halcyon Water Bottle with Flip Carry Lid



Cruise Cooler Tote



Grip-it Luggage Identifier

A referral sale happens when a McColly agent connects a friend or family member with an agent outside the local market. The company is part of Leading Real Estate Companies of the World®, a network of independent brokerages in more than 70 countries. A referral sale nets agents a cash payout plus a few lead-gen gifts to celebrate the occasion.

“I’ve seen deals close as fast as 30 days, and I’ve seen some go on for three years,” Ranich said. “That’s just how it is in real estate. You never know.”

Branded gifts are given to recognize a colleague’s effort to help a fellow agent within the network and often come at the end of a lengthy process. Ranich said when other agents see a gift delivered to somebody in their office, it reminds them of the referral process and might inspire them to chase down a lead.

Because agents are independent contractors, the gifts also serve as tokens of apprecia-



tion. The real estate industry is highly competitive, Ranich said, so the company wants to show agents they are valued. “The gifts also have McColly Real Estate branding, so it’s good promotion for the company,” he said. “I’ve known agents who use some of those products as gifts for their own clients. They’ll fill the tote bags with some nice stuff and use it for a closing gift.”

Staying top of mind through branded gifts

MSACROA and McColly Real Estate are two organizations harnessing the power of lead-gen gifts. The biggest rewards of these efforts may take time to develop, but using promotional products to keep customers, clients and others thinking of your organization can prove valuable in the long run. [4](#)

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Must-have merch

Nonprofit swag helps keep supporters engaged



Fundraising is foundational in the nonprofit world. And for nonprofit leaders, making connections and nurturing relationships are the keys to reaching fundraising goals.

In a [study of more than 2,000 nonprofits](#), recurring donors gave nearly \$950 on average each year. In contrast, the [average one-time donation was \\$121](#). Ali Crumpacker, executive director of [Project Chimps](#), understands the value of engaged recurring donors. She has seen firsthand how donor swag helps maintain donor relationships. She shared her experience with using promotional products to help form long-lasting connections between the nonprofit chimpanzee sanctuary and its supporters.

Interview featuring:



Ali Crumpacker
Executive
Director of
Project Chimps

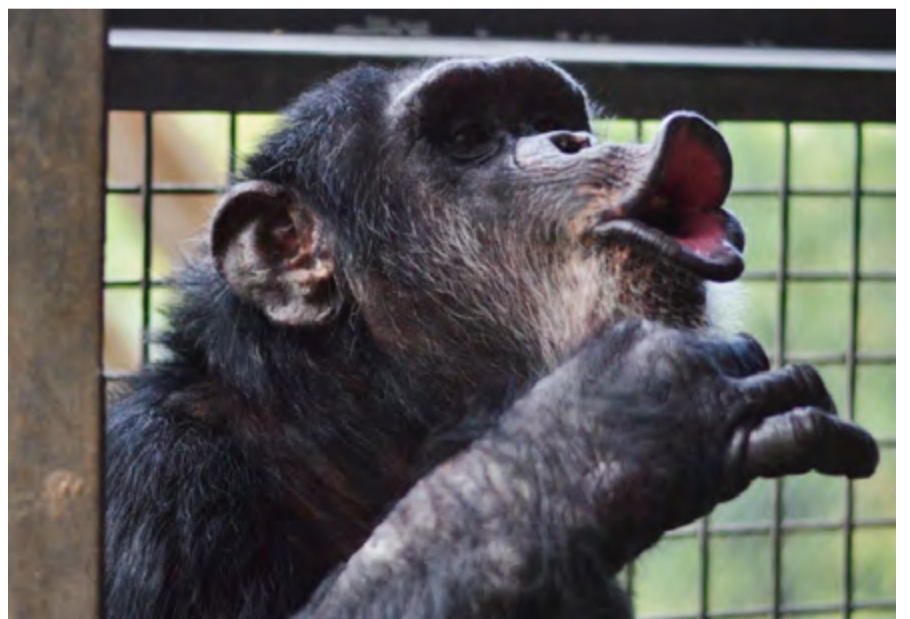


Q: What is the mission of Project Chimps, and how is it carried out?

A: Located in the North Georgia mountains, Project Chimps is a sanctuary for chimpanzees that formerly were used in medical research. We were founded in 2014, and since then we have worked with over 100 chimps. There are 95 currently in residence with us, and they live on about 230 acres.

We have more than 40 staff members and about 180 volunteers. Our volunteers do everything from cut food to drive trucks and

work in the veterinary clinic. We even have a retired dentist who helps out whenever a chimp needs dental work.





Q: How important are donor relationships for the organization?

A: The chimpanzees we work with came from private research, not government research. That means they do not receive any taxpayer support. So, we have to raise all of our funds. One hundred percent comes from caring, loving civilians who are willing to donate to support the lifelong care of chimps.

Q: What strategies do you use in fundraising?

A: It runs the gamut. As a sanctuary, we are not open daily like a zoo. We do accept requests for private, guided tours, so on-site tourism helps raise revenue. Then we have a wish list program, where people can specifically select items to purchase and send to our team to help with our work. We also have folks who are extremely generous and name Project Chimps in their will or estate plans.

Q: How do gifts for donors help?

A: It's always great when someone donates. But if they also receive something with our branding on it that they will wear or use, then they're able to go out and have conversations with people who see it and ask, "What's that about? Why are you wearing a shirt with a chimp on it? Why are you drinking a cocktail with a chimp face on it?" It helps spread the message.



“... if they also receive something with our branding on it that they will wear or use, then they’re able to go out and have conversations with people who see it and ask, ‘What’s that about?’” Ali Crumpacker said.



Q: Do you have any favorite examples of donor swag helping with fundraising?

A: Yes. We've had great success with our glassware. We started out with a stemless wine glass with our logo on it, which was a gift for donors attending one of our Cheers for Chimps events. Then we had beer events, so we bought beer glasses. Then we had moonshine events, so we had Mason jars. Then we bought tumblers when we had a whiskey event.

For these Cheers for Chimps events, we partner with a venue. Anyone who comes gets a glass and a free pour from the venue. Then you get to talk chimps with fellow chimp lovers.

The events have become very popular. We now have people check in for the event, and



we see they bought four tickets—but they don't have three other guests coming. They just wanted four of the glasses to have a matching set.



Q: How else have you used donor gifts to foster those relationships?



We also have an annual event called the Great Ape Escape 5K-ish (it's not quite a 5K). When someone registers, they have a choice of several

tiers of swag options. For example, they can add on a [T-shirt](#) or a [hat](#). They also can get a [glass](#), which includes a free pour after the race. Then there's a VIP option where they can get all the available swag.

Q: What impact do these gifts have on fundraising?

A: We certainly see it's something people want. They are first interested because they want to support the chimpanzees and it's an activity or a social outing they enjoy.

But it's really interesting to see how many people buy extra tickets to get more donor swag or upgrade to the VIP tier because they don't want to pick between one or two items—they want them all. We definitely see an upsell because of the offerings. [4](#)

Do you want to be featured in amplify? Email 4ideas@4imprint.com to share your organization's story!



Note: 4imprint partnered with Project Chimps and sponsored some of the event swag mentioned in this story.



Finding forever homes

By Cheryl Sina

Adopt-an-animal gift shows appreciation



[Genesee County Animal Control](#) is a public safety organization with a variety of animal-related responsibilities across the Michigan county. It takes in, cares for and helps find new homes for stray or surrendered dogs. The organization used a *one by one*® grant to purchase [Pet Treat Carriers with Bag Dispensers](#) to give as adopt-an-animal gifts.

“We give them to special adopters who come along,” said Hannah Peterson, social media specialist. “Maybe it’s somebody who adopts a dog who’s been struggling. We have a lot of dogs who’ve been in our care for more than three months, and we call them our ‘long-timers.’” This gift is a practical way to show appreciation for compassionate adopters choosing to give a long-timer a fresh start. 4



Meet the author:

Cheryl Sina, with 4imprint 26 years
Community Engagement Manager and *one by one* Coordinator

one by one is our way of giving back. We award \$500 grants for promotional products to organizations that are making a difference. Interested in learning more? Visit the *one by one* website. onebyone.4imprint.com

onebyone®



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Fall 2023

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