

PICK THE PERFECT BRANDED GIVEAWAY CHECKLIST

➔ What is my goal for this giveaway?



Who is my target audience?

What message do I want to send to my target audience?

How many people will be at my event? _____

Have I considered the setting of my event? (*convention center, picnic, etc.*) YES NO

Am I looking for a **specific type of product**? YES NO

Am I looking for a **specific color**? YES NO

Does this product make sense for my business or event? YES NO

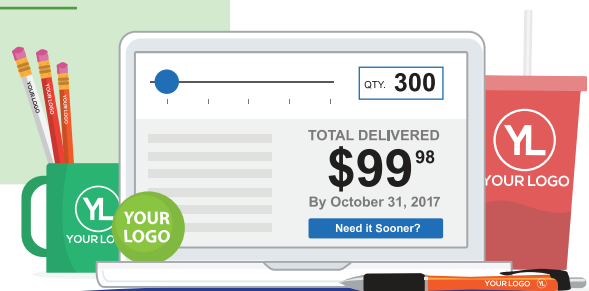


NO SURPRISE PRICING

What's my total delivered price? \$ _____

What's the delivery date? ____ / ____ / ____

Does this work for me? YES NO



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Perfect Branded Giveaway Checklist Continued...

Have I considered what logo, text, information, and/or branding I would like on my products?



Do I have a logo?

YES NO

Have I had it vectored?

YES NO

If I don't have a logo, have I checked out the Free Vector Clipart Library?

YES NO

Did I find the PMS colors for my company's logo?

YES NO

Are American-made or eco-friendly items important to me?

YES NO

Do my items need to be safe for children and/or animals?

YES NO

Have I ordered a sample?

YES NO

Did I get a quote from the sales/customer service team?

YES NO

Did I **approve and sign** my order approval form?

YES NO

How about my digital proof?

YES NO

Did I submit payment?

YES NO

Have I voiced concerns and questions to the sales/customer service team?

YES NO

Any additional questions/concerns about my order:



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