



**TAYLOR™**

# EVENT IDEAS

See how innovative, on-brand promotional marketing items lead to events that motivate and inspire.



Taylor has a proven track record in making events come to life. Our team of experts has the ability to conceptualize and plan your next observance or company event, providing all of the necessary promotional marketing items to represent your brand. In the following pages you will see a selection of company events and corresponding product checklists that your Taylor sales representative can utilize to deploy a wonderful campaign internally or community-wide, supporting the initiatives most important to your organization.

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01

# Golf Events

The golf event is no longer your typical four-man scramble with a hot dog at the turn. These events have turned into wonderful brand recognition opportunities for any business. Allow Taylor to design, produce and deliver the best “golf-themed” ideas for your next golf event. Producing a memorable event will ensure golfers return year after year. Taylor can brand all aspects of your event to raise brand awareness and ensure your logo is highly visible, creating a lasting impression.



**A** Custom Golf Gloves  
**B** Golf Hats

**C** Golf Polos  
**D** Custom Belts

## Golf Events Checklist

- Tees
- Balls
- Polos, Caps, Gloves
- Hole Sponsorship Signage
- Club Fitting Event
- Sunglass Fitting Event
- Cleat Fitting Event
- Banners/Event Signage
- Hole Flags
- Ball Markers
- Divot Tools
- Sunscreen and Bug Repellent
- Golf Bags
- Golf Towels
- Club Cleaners
- Golf Umbrella
- Scorecard Holder and Cart Pencils
- Awards
- Closest to the Pin, Longest Drive and Putting Contest Gifts



A



B



C



D



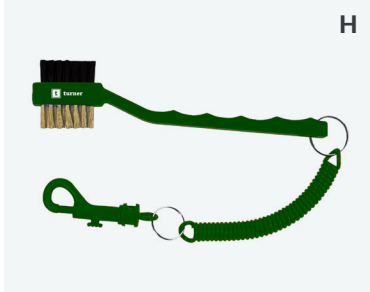
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- A Golf Tee Packets
- B Custom Gloves
- C Valuables Pouch
- D 6-Ball Pouch

- E Divot Tools
- F Custom Belts
- G Golf Towels
- H Club Cleaner

- I Golf Umbrellas
- J Scorecard Holders
- K Cart Pencils
- L Custom Awards





02

## AWARENESS EVENTS

Raising awareness among your employees and within the community for specific causes generates positive brand recognition. Tying in promotional marketing to your organization's awareness calendar provides healthy brand impression possibilities and increases ROI. Taylor will assist in product selection that will protect your brand and raise awareness, while meeting budget expectations.





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B

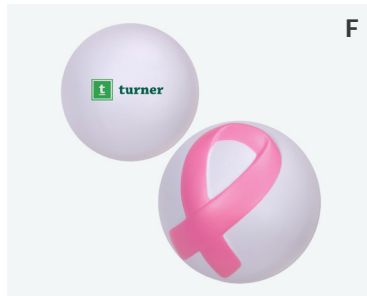


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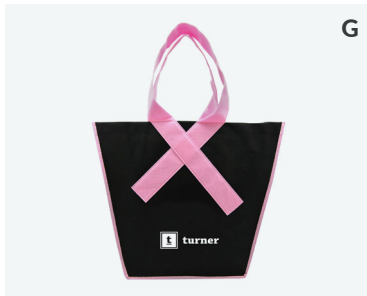
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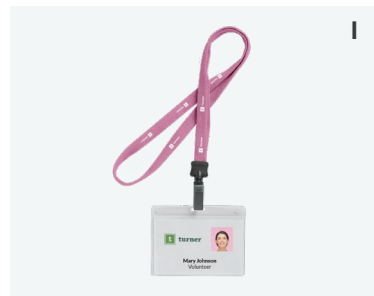
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- A Silicone Bracelets
- B Awareness Clips
- C Headwear
- D Custom T-Shirts
- E Bottle Holders
- F Stress Relievers
- G Ribbon Totes
- H Cinchpacks
- I Custom Lanyards
- J Cups for a Cause
- K Flexi-Bottles
- L Tuscany™ Journal and Ferrero Rocher® Chocolates Gift Sets

JANUARY	FEBRUARY	MARCH	APRIL
Cervical Cancer Awareness National Birth Defects Prevention Month Thyroid Awareness	American Heart Month National Cancer Prevention Month	Colorectal Cancer Awareness Kidney Cancer Awareness Multiple Myeloma Awareness	Alcohol Awareness Month Autism Awareness Testicular Cancer Awareness
MAY	JUNE	JULY	AUGUST
Melanoma and Skin Cancer Awareness Brain Cancer Awareness Stroke Awareness Month Bladder Cancer Awareness	Men's Health Month National Cancer Survivor Month	Sarcoma Awareness UV Safety Month	National Immunization Awareness Month Psoriasis Awareness Month
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Childhood Cancer Awareness Suicide Prevention Awareness Ovarian Cancer Awareness Prostate Cancer Awareness	Breast Cancer Awareness Down Syndrome Awareness	American Diabetes Month COPD Awareness Month Pancreatic Cancer Awareness	Safe Toys and Gifts Month

**Other Awareness Events**

Breast Cancer Awareness (BCA) is not the only awareness event that Taylor specializes in when it comes to providing proper ribbon-color branded items. Check out the calendar above to see just a few of the other awareness events we've worked on.







03

# GROUND-BREAKING EVENTS

Growth is exciting. We can't be there to cut the ribbon, but Taylor's promotional marketing experts will suggest the perfect groundbreaking-themed products to make your event a success. We know this is a critical time for your organization. Trust us to ensure everything from invitations to giveaways to employee uniforms are in order for this important event.



**A** Custom Ribbon (prev pg.)

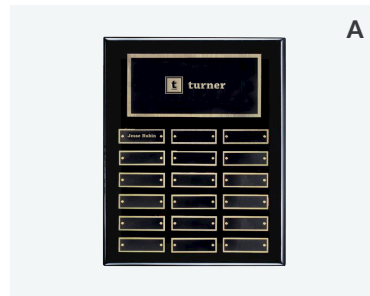
**B** Laser-Engraved Scissors (prev pg.)

**C** Custom Table Throws

**D** Branded Hard Hats

## Groundbreaking Events Checklist

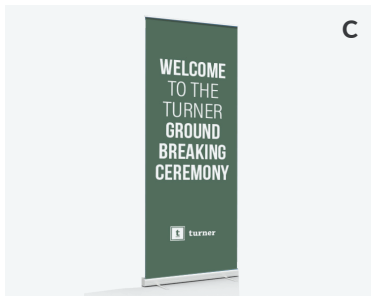
- Hard Hats
- Shovels and Play Shovels
- Shovel-Themed Products
- Ribbons
- Scissors
- Commemorative Shovels
- Plaques
- Balloons
- Tablecloths
- Banners
- Event Signage
- Awards
- Plates, Napkins and Serving Accessories
- Attendee Gifts
- Ceremony Materials



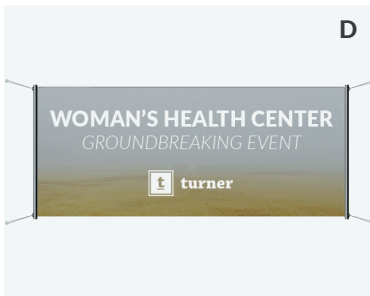
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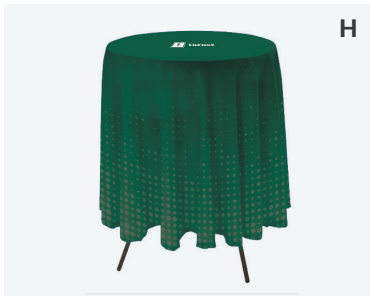
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- A Commemorative Plaques
- B Ceremonial Ribbon Scissors
- C Pop-Up Banners
- D Event Banners

- E Gift Bags
- F Chocolate Shovels
- G Ceremonial Shovels
- H Table Throws

- I Key Tags w/Lucite Embedment
- J 3D Crystal Etched Buildings
- K Acrylic Commemorative Cubes
- L Brick Replicas





04

## TRADE SHOWS

From concept to design through delivery, Taylor is your single source for all your trade show and recruiting fair needs. Allow our experts to select the perfect promotional items to entice attendees, generate booth traffic and say thank you to booth visitors. The ideal promotional product will evoke the necessary emotions to leave a lasting impression with the recipient. This is achieved by a booth representing your organization's brand while providing a giveaway that creates awareness and complements the trade show initiative.



**A**



**B**

**C**



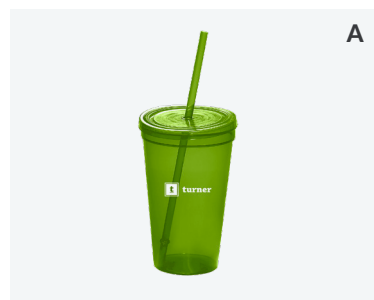
**A** Large-Format Photo Prints

**C** Acrylic Tumblers with Straws

**B** Travel Mugs

## Trade Show Checklist

- Pre-Show Attendee Teasers
- Themed Giveaways
- Booth Design and Materials
- Carpet Graphics
- Physical Booth Creation
- Traffic-Builder Booth Gifts
- Exhibitor Apparel
- Elevator Graphics for Trade Show Sponsorship
- Raffle Prizes
- Follow-Up Gifts
- Invitations: Dimensional Mailings and E-vites
- Food and Beverage Items
- Lanyards
- Badge Holders
- Writing Instruments
- Show Bags
- Name Badges
- Custom Booth Carpets



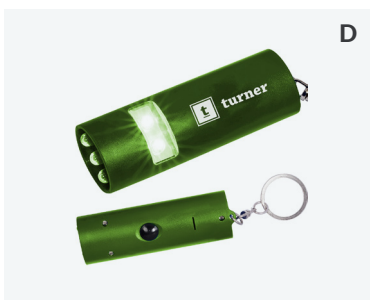
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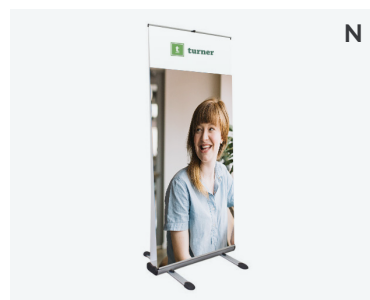
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A Acrylic Tumblers with Straws  
 B Stress Relievers  
 C Custom Water Bottles  
 D Dual LED Mini-Flashlights

E Phone Wallets  
 F Tote Bags  
 G Custom Tumblers  
 H Custom Caps

I Spinning Brochure Holders  
 J Hand Sanitizer  
 K Trade Show Survival Kits  
 L UltraFit Chair Backs

M Trade Show Booth Staff Polos  
 N Pop-Up Banner Displays  
 O Tabletop Displays  
 P Teardrop Sail Signs



05

## COMPANY EVENTS

Your employees should be proud to boast about your brand. There are many events that Taylor can help you conceptualize and bring to life with promotional products that your employees will use all year. A diverse product selection is available to create brand excitement within your organization. These events can serve a dual purpose of celebration and rewarding employees. By having a positive work environment with employee appreciation as a main factor, company pride will be easily attained.



A

B

C

D

E

A Branded Presentation  
 B Material Writing Utensils

C Padfolios  
 D Branded Mugs

E Laser-Etched Glassware

## Company Events Checklist

- Balloons
- T-Shirts and Caps
- Tablecloths
- Banners
- Lip Balm
- Sunscreen
- Custom Food, Gifts and Games
- Plates, Napkins, Cups and Serving Accessories
- Coolers
- Water Bottles
- Invitations
- Themed Giveaways
- Hand Fans
- Drink Koozies®
- Padfolios and Stationery Items
- Writing Instruments
- Employee Takeaway Gifts
- Company Pride Items
- Laser Pointers
- USB Drives





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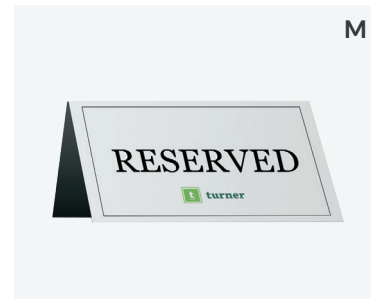
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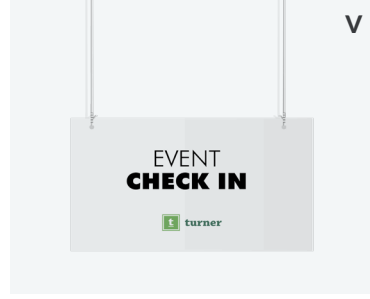
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### Company Events

- Company Picnics
- Employee Birthdays
- Sales Meetings
- Holiday Parties
- Safety Celebrations
- Employee Goal Luncheons
- Department Breakfasts
- Sales Club Travel Events

- A Branded Caps
- B Custom T-Shirts
- C Sunscreen
- D SPF 15 Lip Balm
- E Gourmet Barbecue Sauce
- F Branded Rock Glasses
- G Koozie® Can Coolers
- H Custom Water Bottles
- I Cornhole Games
- J Hand Fans
- K Coleman® Stadium Seats
- L Coleman® 9-Quart Coolers

- M Custom Reserved Signs
- N Premium Scented Candles
- O Branded Plates
- P Luncheon Napkins
- Q Cupcake Toppers
- R Money Clips
- S Leather Personal Jotters
- T Cross® Pen Sets
- U Nylon Table Covers
- V Hanging Event Signs



06

# EARTH DAY

This beautiful planet should be celebrated year-round. However, Earth Day occurs every April and provides organizations a wonderful platform to show off their green initiatives. Having a green footprint in modern times is extremely important. Adding your logo to products that demonstrate your company's environmental agenda will place these goals in reach and suggest to the community that you are serious about going green. Allow Taylor to source recycled and sustainable products for your next Earth Day celebration and other eco-initiatives.



A Custom Earth Day T-Shirts  
B Branded Tents

C Green Branded Items  
D Event Signage

## Earth Day Checklist

- Buttons
- Balloons
- Banners/Signage
- Sustainable Products
- Grow Kits
- Green-Colored Items
- Globe-Themed Items
- Seed Paper Items
- Temporary Tattoos
- Natural Lip Balm
- Sunscreen
- Organic Cotton Bags
- Plant-a-Tree Gifts
- Gardening Tools
- Festival T-Shirts and Event Caps
- Energy-Saving Products
- Educational Materials
- Children's Educational Books
- Bird Feeders
- Calendars



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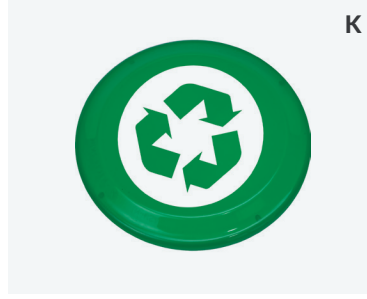
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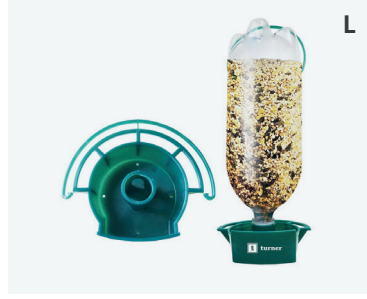
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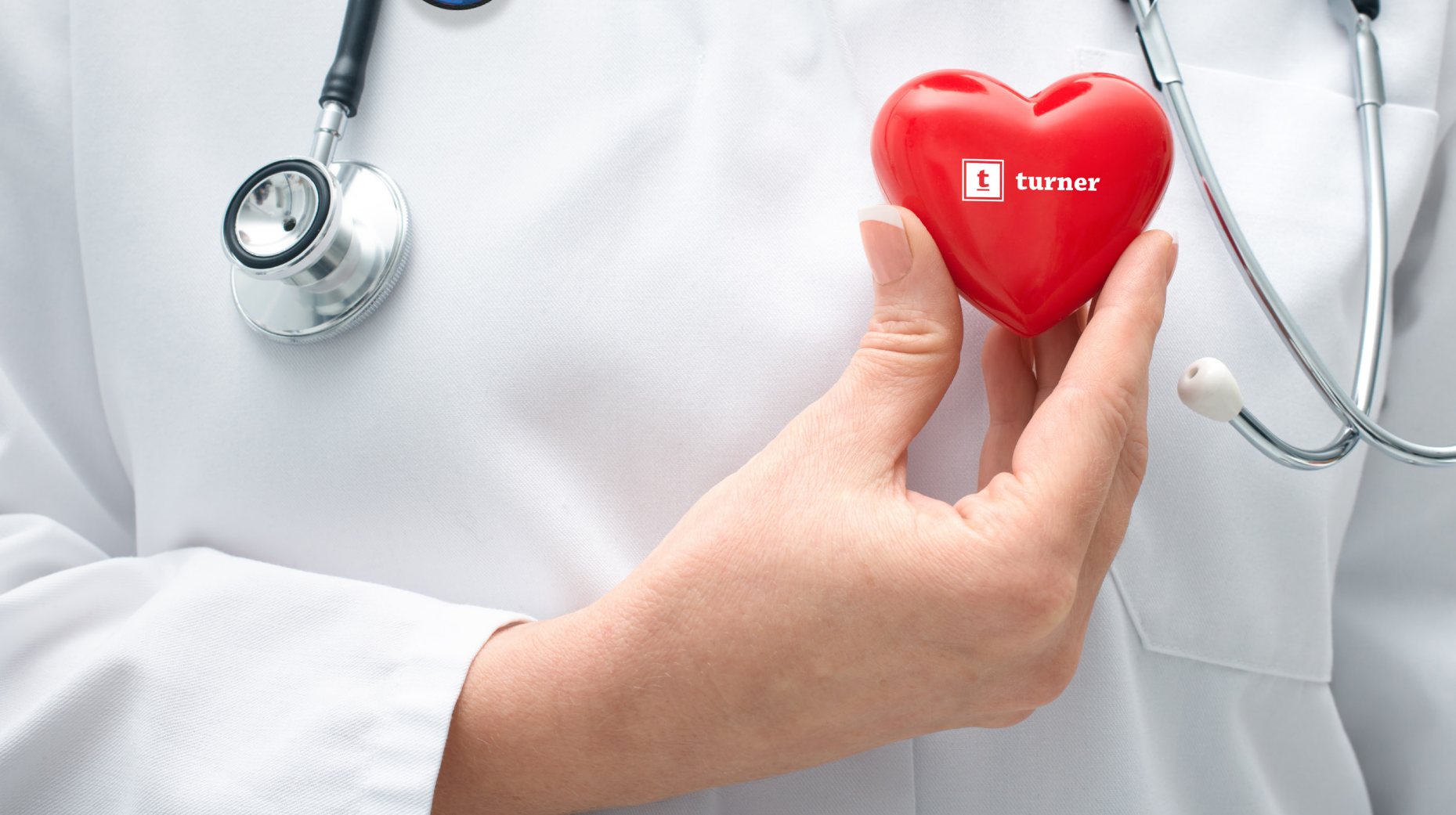


- A Balloons
- B Banners/Signage
- C Beachcomber Sandals
- D 6-Can Lunch Coolers

- E Mini-Planting Kits
- F Earth Tote Bags
- G Seed Paper
- H Activity Books with Temporary Tattoos

- I Natural Lip Balm
- J Educational Materials
- K Mini-Target Flyers
- L Bird Feeders

- M Desktop Gardens
- N Herb-Seeded Paper Confetti
- O Triangle Rain Gauges
- P Seeded Paper Hangtags



# HEART MONTH

Every February we observe American Heart Month. Community outreach and your organization's heart health campaigns are enhanced with the use of promotional products. Great ways to demonstrate support include community walks, blood pressure screenings, healthy cooking classes and Wear Red Day® participation. Allow Taylor to assist you in reaching your company heart month initiatives through award-winning promotional marketing strategies.



**A** Branded Fitness Items  
**B** Wear Red Day® Apparel

**C** Custom ID Badges  
**D** Fitness Accessories

## Heart Month Checklist

- Red Items
- Wear Red Day® Apparel
- Lanyards
- Writing Instruments
- Lapel Pins
- Badge Charms
- Heart-Shaped Items
- Educational Materials
- Cookbooks
- Pill Organizers
- Medicine Tracker Journals
- Fitness Items
- Heart Walk T-Shirts
- Facility Signage/Banners



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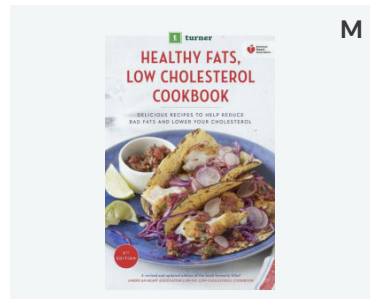
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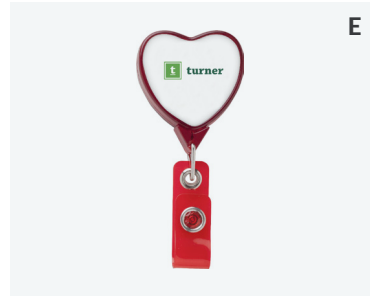
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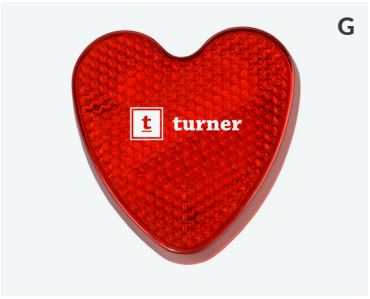
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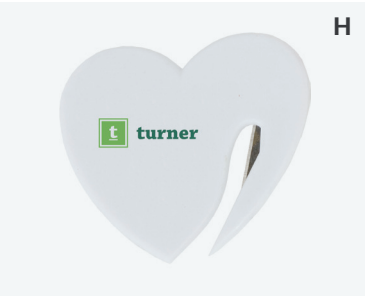
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A Weekly Pill Boxes  
B Lunch Containers  
C Red Drinkware  
D Oven Mitts

E Heart-Shaped Badge Reels  
F Educational Materials  
G Flashing Walking Lights  
H Letter Openers

I Stress Relievers  
J Fitness Trackers  
K Memo Boards  
L Power Clips

M Healthy Cookbooks  
N Gel Hot/Cold Packs  
O Stay Fit Training Pedometers  
P Spirit Lunch Coolers

Q Heart Clip Memo Holders  
R 4" x 4" Adhesive Notepads  
S Tape Measure Key Tags  
T 3-Color Heart Highlighters

U Heart Spinner Pens  
V Red Shoulder Totes



08

## HOLIDAY SEASON

The holiday season is the perfect time to give the gift of your brand to customers and employees. Taylor can provide amazing products to show gratitude, support and ensure brand awareness during this time of year. If you are looking for retail name brands or the perfect edible gift, we have exactly what you are looking for. Placing your logo on a holiday gift will provide a memorable experience and generate positive brand recognition.





**A** Holiday Ornament  
**B** Drinkware

**C** Photo Frame  
**D** Custom Calendar

**E** Branded Edibles  
**F** Custom Gift Wrap

## Holiday Season Checklist

- Holiday Greeting Cards
- Client Gifts
- Employee Gifts
- Calendars
- Custom Wrapping
- Holiday Banquet Items
- Ornaments
- Branded Yearly Gifts
- Winter-Themed Gifts
- Lifestyle Gifts
- Photo Albums and Frames
- Travel Accessories
- Edibles
- Drinkware
- Custom Wine and Accessories



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**Holiday Events**

- Customer Appreciation Events
- Awards Banquets
- Customer Holiday Gifts
- Calendar Programs
- Employee Parties
- Luncheons
- Employee Gift Programs

A Angular Awards  
 B Sweet and Savory Gift Tower  
 C Custom Chocolate Bars  
 D Beveled Ornaments

E Wool Knit Hat and Scarf Sets  
 F Cutter & Buck® Frames  
 G Etched CA Merlot Red Wines  
 H Etched Glass Ornaments

I Branded Desk Calendars  
 J Custom-Branded Cards





**TAYLOR™**

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