



CAP TIPS #5

To Improve Public Awareness

Tips to Produce Promotional and Personalized Imprinted Items for 2010 NCVRW

Introduction

Many of the 2010 CAP program activities and events that were described in your applications to OVC can be enhanced by the use of promotional items, including decorations and other items that can be inexpensively imprinted with the NCVRW theme and artwork, or messages that are personalized to your agency, community or jurisdiction. Here are some tips for ordering promotional items for your programs and special events.

For most of these items, the cost becomes more inexpensive as the number of items ordered increases. Also, you'll want to check each website for information on shipping (many offer free shipping, and provide specific information about how long items will take to ship).

Listed below is contact information for some vendors that may be able to meet the needs of NCVRW CAP subgrantees for promotional and personalized items; however, *NCVRW CAP is not recommending or endorsing any of these vendors. We are providing this for information purposes only.* You may be able to find other vendors online or in your communities that can also supply these items. Also remember that NCVRW CAP subgrantees must adhere to the financial requirements of the program, including budget variances and modifications. Please contact Project Director Chris Nolan (chris@navaa.org) if you need to modify your approved NCVRW CAP budget.

Imprinted Promotional Items

Promotion Potion

Promotion Potion

www.promotionpotion.com

757-675-5072 (telephone)

877-642-3646 (fax)

promotionpotion@cox.net

They offer imprinted stress balls in the hundreds of shapes, including:

- Statue of Liberty (torch theme).
- Some state shape maps.

- Police car.
- Police bear.

Promotion Potion has a database of over 500,000 items, most of which can be personalized with your message and/or artwork, including:

- Recognition awards.
- Promotional bags.
- Embroidered hats.
- Personalized pens, balls, calendars and flashlights.

Just 4 Banners

www.just4banners.com

866-548-5353

sales@just4banners.com

This company offers to create personalized high-quality, digital-printed banners, which are produced on 13-ounce heavy duty vinyl (suitable for indoor or outdoor events).

There is *NO* set-up fee, and they also offer free uploads of your text and/or artwork. You can place your order 24-hours-a-day via fax or their website. Prior to printing your personalized banner, the company will send you design proofs to approve.

The prices vary only upon the size of the banner; for example:

- A 4' by 7' banner is \$56.00.
- A 6' by 10' banner is \$120.00.

This company also offers bumper stickers and mini-stickers – both of which are excellent NCVRW promotional items!

Safe Flame Candles for Candlelight Vigils

www.safeflamecandles.com

This company offers flame flickering LED candles for \$1.44 each. The “flame” on each candle closely resembles the “torch” in the NCVRW theme artwork.

The candles are \$1.44 each. Shipping costs vary based upon your location, and two-to-three day shipping is available.

Balloon Printing

www.balloonprinting.com

800-628-9995

This company offers imprinted balloons for a reasonable cost. For example, 100 imprinted nine-inch latex balloons are \$75.00; if you want your text/artwork imprinted on both sides, it's \$18.00 more per 100 balloons.

NCVRW Theme Items

We searched the Internet for inexpensive items that relate to the 2010 NCVRW theme artwork, involving the torch. Here is what we found:

Oriental Trading

www.orientaltrading.com

800-875-8480

Oriental Trading offers many types of inexpensive “giveaway” items for special events and programs; this firm also has a wide selection of inexpensive decorations and candy.

In keeping with the 2010 NCVRW theme artwork (the torch), Oriental Trading offers:

Silver Athletic Torch Prize (*Medallion on a Lanyard*)

Item number IN-39/1024

(They will personalize these with a brief message for *free*).

One dozen for \$3.99

“Design Your Own Medals” (*2 ½” plastic frames into which you can place your own NCVRW artwork to create a button, on a lanyard*)

Two dozen medals are \$9.99/three dozen or more are \$8/99 per dozen.

SPECIAL TIP: Oriental Trading offers “free shipping and save \$5.00 on orders of \$49.00 or more” during February; use offer code **“ACFEB10”** when ordering. In March, you can save \$20.00 on orders of \$75.00 or more, by using offer code **“ACMAR10.”**

Party Cheap

www.partycheap.com

800-224-3143

FREE shipping for orders over \$50.00

Art Tissue Torches (if you can make a nice base, these are beautiful NCVRW theme centerpieces)

24 inches height

Item # 55667

\$2.36 each

Torch Cutout (bright cardboard torches to hang on the wall)

Item # 55666

\$0.55 each

Jointed Floral Tiki Torch (*in a literal rainbow of colors, to match the NCVRW theme artwork*)

Four-foot tall, paper stock, imprinted on both sides.

Item # 50468

\$3.32 each

Multi-colored Glow Sticks (Can be Personalized)

Happy Glow

www.happyglow.com

866-944-5432

This company offers a wide variety of glow sticks in multiple colors at reasonable prices; for example:

- Four inch glow sticks for as low as \$0.21 a piece (before imprinting).
- Six inch glow sticks for as low as \$0.26 a piece (before imprinting).

If you want to imprint a personal message on the glow sticks, there is a \$25.00 set-up fee for graphics and text for orders of 499 or less; for 500 glow sticks or more, there is *NO* set-up fee.

Chotskies, ChaChas, Knick-knacks and Giveaways

Dollar Tree

www.dollartree.com

877-530-8733

The Dollar Tree has more than 3,500 stores in the 48 contiguous states; you can visit its website and go to “Store Locator” to find the store nearest you. *EVERYTHING* in the store is, you guessed it, \$1.00! You can also order many items in bulk directly from their website.

Some items that may be relevant to your 2010 NCVRW events and activities include:

- Brightly colored paper cups, plates, cutlery, napkins and plastic tablecloths.
- Candles
- Poster boards.
- Clipboards.
- Bulk pens.
- Cleaning supplies.
- Various decorations.

For More Information

Please contact National Crime Victims’ Rights Week Community Awareness Project Consultant Anne Seymour via email at annesey@atlantech.net; or by telephone at 202.547.1732.