

INSIDE:  
APPAREL  
BAGS  
DRINKWARE  
OUTDOOR  
TECHNOLOGY  
AND MORE!



# IDEA GUIDE

Branded Merchandise Curated for the Education Market

# IDEA GUIDE

Promotional products make a lasting impact across higher education—whether it's welcoming new students, energizing campus life, or recognizing the contributions of faculty and alumni. This guide offers curated ideas for recruitment, orientation, campus events, and recognition programs to help strengthen school pride, foster belonging, and build lifelong connections.

## SMART SHOPPING GUIDE

### ECO-FRIENDLY

Our eco-friendly styles use planet-friendly materials.

1% of sales donated to nonprofits via 1% for the Planet.

### BRAND THAT GIVES BACK

Brands that contribute and support key sustainability initiatives.

### OWNER DIVERSITY

Representation of various demographic groups, in its ownership structure.

### B CORP PARTNERS

Climate Neutral, Certified B Corporation, brands that strive to minimize their environmental impact.



## CONTENTS

|                                  |    |
|----------------------------------|----|
| Education Observances            | 4  |
| Creating Campus Culture          | 6  |
| Student Life & Engagement        | 10 |
| Faculty, Alumni & Lifelong Pride | 14 |
| Custom Kitting                   | 18 |

# EDUCATION EVENTS

## JANUARY

- Read Across Canada Day  
(Jan 27)

## FEBRUARY

- Pink Shirt Day  
(last Wednesday of February)
- Kindness Week  
(2nd week of February)

## MARCH

- Multilingual Week  
(late Feb – Mar)

## APRIL

- International Day of Pink  
(Apr 9)
- Earth Day (Apr 22)

## MAY

- Mental Health Week  
(second week of May)

## JUNE

- Pride Month (campus  
inclusivity programming)

## **JULY**

- Disability Pride Month

## **AUGUST**

## **SEPTEMBER**

- National Day for Truth and Reconciliation (Orange Shirt Day)

## **OCTOBER**

## **NOVEMBER**

- Financial Literacy Month

## **DECEMBER**

# CREATING CAMPUS CULTURE

Branded products spark school pride and foster belonging, supporting students from their first campus tour through their first year.



## SM-7102

### Polyester Hipster Fanny Pack

#### Key Features

- 210D polyester
- Zippered main compartment
- Adjustable buckled waist strap expands from 14" to 47"

**\$5.42**

**MOQ: 150**

Decorate with:

Silkscreen | Digital Transfer

## SM-6973

### Race 25oz Recycled Bottle with Carabiner Clip

#### Key Features

- Crafted with recycled materials
- 25oz capacity
- Lightweight and portable

**\$5.36**

Decorate with:

Silkscreen



**MOQ: 108**



## 17814

### Men's DAKOTA Three Quarter Raglan Tee

#### Key Features

- 50% Cotton 50% Polyester heather jersey knit
- Compatible with inFusion branding
- Crew neck

Blank as low as **\$14.95**

**MOQ: 12**

Decorate with:

Embroidery | Sublimation | Digital Transfer | HXD



#### SM-9534

### Recycled Mini Rechargeable Desk Lamp

#### Key Features

- Three light modes - includes cool white, warm, and natural to suit any workspace
- Touch control
- Quick recharge

**\$29.11**

Decorate with:  
Digital Inkjet



**MOQ: 30**

#### SM-5294

### 5.5" x 8.5" FSC® Recycled Bamboo Fiber Bound Notebook

#### Key Features

- Bamboo fiber fabric cover
- 80 sheets of FSC®-certified recycled white lined paper
- Elastic closure

**\$9.26**

Decorate with:  
Digital Transfer



**MOQ: 80**



#### SM-2829

### Wireless Charging Pen Holder w/ Dual Outputs

#### Key Features

- Wireless Charging
- Helps organize desktops

**\$27.98**

Decorate with:  
Color Pad Print

**MOQ: 25**

# CREATING CAMPUS CULTURE



**9898-03**

## Fife Recycled 15" Laptop Backpack

### Key Features

- Zippered main compartment
- Internal 15" laptop compartment
- Front zippered pocket and front slash pocket provide extra storage

**\$32.55**

Decorate with:

Silkscreen | Embroidery | Digital Transfer



**MOQ: 24**

**0044-08**

## Ambassador Power Gift Set

### Key Features

- Includes Journalbook, pen, power bank, and gift box
- Decoration on gift box is available for an additional charge.

**\$55.87**

Decorate with:

Digital Inkjet | Deboss | Laser | Silkscreen

**MOQ: 40**



**SM-6948**

## Thor 40 oz Eco-Friendly Straw Tumbler

### Key Features

- 40-ounce capacity for all-day hydration
- Slim base fits most cup holders
- Eco-friendly, splash-proof lid and straw included

**\$17.36**

Decorate with:

Silkscreen | Laser | Color Pad Print



**MOQ: 50**

**18209**

### Women's DAYTON Classic Cozy Fleece Hoodie

#### Key Features

- Crossover-front neckline
- Water-repellent finish
- Rib knit cuffs with thumb exits

Blank as low as **\$38.25**

Decorate with:

Embroidery | Digital Transfer | HXD

**MOQ: 12**



**SM-3201**

### Felt Board with Letters

#### Key Features

- Size: 10" \* 10"
- Includes 136 letters and 9 symbols
- Includes a natural gift box

**\$13.45**

Decorate with:

Color Pad Print

**MOQ: 60**

## CREATING CAMPUS CULTURE

**48%**

Nearly half of prospective students say receiving promotional items influenced their choice of school (rising to 54% at smaller institutions)

# STUDENT LIFE & ENGAGEMENT

Student life thrives when clubs, athletics, and events are energized by items that build identity, spark community, and keep moments memorable.



**36102**

Unisex Level Knit Beanie

**Key Features**

- 100% acrylic 1x1 rib knit fabric
- Double-layer construction
- Unisex styling

Blank as low as **\$6.75**

Decorate with:

Embroidery

**MOQ: 12**

**98130**

Women's RIXFORD Full Zip Microfleece Jacket

**Key Features**

- 100% Polyester anti-pill microfleece
- Interior thumb grab on each sleeve
- Contrast hanger loop inside neck

Blank as low as **\$40.75**

Decorate with:

Embroidery | Laser

**MOQ: 12**



**1602-14**

Drake Eco-Friendly Vacuum Insulated Tumbler 16oz



**Key Features**

- Vacuum insulated
- Double-wall construction
- Easy-to-clean, ice cube friendly wide opening

**\$15.60**

Decorate with:

Laser | Digital Print | Silkscreen | Laser

**MOQ: 12**



#### SM-7548

#### Oriole Polyester Drawstring Bag

##### Key Features

- Open main compartment
- Cinching rope closure
- Clean, minimalistic design

**\$3.02**

Decorate with:

Silkscreen | Digital Transfer

**MOQ: 150**

#### SM-6523

#### Easy Squeezy Crystal 24oz Sports Bottle

##### Key Features

- Twist-on lid with easy-to-use, push-pull spout
- Bottles and lids packaged separately
- Non-toxic and FDA-compliant

**\$2.80**

Decorate with:

Silkscreen

**MOQ: 300**



#### SM-7655

#### Go-Go Rally Towel

##### Key Features

- 100% 10oz cotton canvas
- Large decoration area shows off brand
- Trendy distressed imprint

**\$4.41**

Decorate with:

Silkscreen

**MOQ: 200**

# STUDENT LIFE & ENGAGEMENT



**7900-04**

**6oz Classic Cotton Canvas Meeting Tote**

**Key Features**

- Clean design and large imprint area
- Great option for meetings, conventions and trade shows
- Perfect alternative to plastic bags

**\$4.97**

**MOQ: 200**

Decorate with:

Digital Transfer | Embroidery | Silkscreen

**SM-2469**

**Recycled Polyester Reflective Lanyard**

**Key Features**

- Side release lanyard end with classic metal hook-style clip
- Reflective strip the length of the lanyard
- Breakaway neck clip

**\$3.76**

Decorate with:

Silkscreen



**MOQ: 400**



**SM-4101**

**Nash Retractable Ballpoint Pen**

**Key Features**

- Click-action retractable ballpoint
- Black ink cartridge
- Soft grip barrel in multiple colors

**\$0.93**

**MOQ: 250**

Decorate with:

Silkscreen | Digital Inkjet

### SM-5319

#### 3" x 5" Recycled Stand Up Pocket Jotter

##### Key Features

- Stand-up easel function
- Color-matching spiral wire binding
- Color-matching elastic closure

**\$4.26**

Decorate with:

Silkscreen



**MOQ: 150**



### SM-9538

#### Recycled Rechargeable Book Light

##### Key Features

- Three light modes
- Adjustable brightness
- 360-degree rotation

**\$18.87**

Decorate with:

Digital Inkjet



**MOQ: 50**

## STUDENT LIFE & ENGAGEMENT

# 50%

About half of students who received promo items shared them on social media, and 52% displayed them at graduation events

# FACULTY, ALUMNI & LIFELONG PRIDE

Recognition gifts honor faculty, staff, and alumni while reinforcing pride and strengthening long-term school connections.



**1601-05**

Hydro Flask® 20L Insulated Tote Cooler



#### Key Features

- Fully-lined and leakproof interior
- Robust base for unsupported self-standing
- FDA food grade BPA-free liner

**\$112.49**

Decorate with:

Digital Transfer | Embroidery

**MOQ: 8**

**99899**

Women's WHISTLER Lightweight  
Down Puffer Jacket

#### Key Features

- Full zip jacket with easy-grip zippers
- Zippered outer pockets
- Shaped seams and tapered waist

Blank as low as **\$171.60**

Decorate with:

Embroidery

**MOQ: 12**



**1626-62**

Thor Copper Vacuum Gift set

#### Key Features

- Includes 1 Thor bottle and 1 Thor tumbler (22oz each)
- 18/8 grade stainless steel
- Condensation-resistant exterior

**\$73.87**

Decorate with:

Laser | Digital Print | Silkscreen

**MOQ: 24**



**12504**

### Men's WARLOW Waterproof Softshell Vest

#### Key Features

- 100% Polyester mechanical stretch woven bonded to 100% Polyester interlock knit with waterproof
- Full zip
- Three-layer construction

Blank as low as **\$44.95**

**MOQ: 12**

Decorate with:

Embroidery | Digital Transfer | Deboss | Laser

**8053-07**

### High Sierra IPX7 Waterproof Outdoor Bluetooth Speaker & Wireless PowerBank

#### Key Features

- Charge two devices at the same time
- Built-in music controls and microphone
- 10-meter (33 ft) Bluetooth working range

**\$118.33**

Decorate with:

Digital Inkjet | Color Pad Print



**MOQ: 8**



**7950-57**

### Field & Co.® Sherpa Blanket

#### Key Features

- Soft velour front with plush Sherpa backing
- 50" x 60" x 1" unfolded; 16" x 11.5" x 3.5" folded
- Classic Field & Co.® branding – vintage-inspired details for timeless style

**\$54.37**

**MOQ: 24**

Decorate with:

Embroidery

# FACULTY, ALUMNI & LIFELONG PRIDE



**1033-65**

**Black Marble and Wood Coaster Set**

**Key Features**

- Crafted from marble and acacia wood
- Square with rounded corners
- Decoration on all four coasters

**\$35.15**

Decorate with:  
Laser

**MOQ: 40**

**7142-66**

**Pixi 10.1" Wifi Photo Frame**

**Key Features**

- 10.1" HD touch screen displays photos in 1280 x 800 high definition
- Display rotates to switch between landscape and portrait mode for flexible viewing
- Interactive touch screen

**\$196.97**

Decorate with:  
Color Pad Print

**MOQ: 3**



**1066-56**

**Recycled Stainless Steel Rollerball Pen**

**Key Features**

- Recycled stainless steel barrel with shiny chrome accents
- Partnership with 1% For The Planet

**\$13.55**

Decorate with:  
Laser | Color Pad Print

**MOQ: 60**



**16398**

### Men's DADE Short Sleeve Performance Polo

#### Key Features

- Breathable fabric
- UV protection
- Snag-resistance

Blank as low as **\$18.80**

Decorate with:

Embroidery | Digital Transfer | Laser | Deboss

**MOQ: 12**



**9020-65**

### Thule Lumion Recycled 16" Computer Backpack 21L



#### Key Features

- Protect up to a 16" laptop in the elevated, padded computer compartment
- For easier travel, attach the bag to rolling luggage using the pass-through panel
- Available lash points for carabiners and bike light

**\$102.94**

Decorate with:

Digital Transfer | Embroidery

**MOQ: 6**

## FACULTY, ALUMNI & LIFELONG PRIDE

# 65%

of alumni feel a stronger bond with their alma mater after receiving branded products

# CUSTOM KITTING

Mix and match products to create the perfect gift, and we'll kit them with decorative packaging for a personal touch.

Our services includes unlimited drop ships so you can deliver gifts directly to home or offices. It's never been easier to make a big impression.





## PERFECT FOR

- **New Student Welcome**
- **Teacher & Staff Appreciation**
- **Alumni & Donor Engagement**
- **Recruitment & Career Fair Giveaways**
- **Virtual Learning Support**

## WHAT'S INCLUDED

### **Sturdy Lift Top Box**

Creates a more memorable gift experience.

### **Card for the Occasion**

Choose from our templates, or provide artwork and we'll print it for you.

### **Better for the Planet**

Box and paper are made with recycled material – and both can be recycled, too.

### **Decorative Packing Paper**

Adds a personal touch. Choose from white, kraft, or crinkle paper.

### **Custom Printed Label or Box**

Make an impression from the moment the gift arrives.

