

CUSTOM COHORT SWAG

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Research was conducted to explore unique swag bag items and packaging that would garner excitement and enthusiasm for a new program cohort launching. The following details were considered:

- Budget of \$10,000
- Order a Quantity of 150 Swag Bags
- Swag Bag must have 2-3 items each

Subscription boxes are on the rise and provide a unique sense of joy when unboxing. This custom swag box will include four practical tech and notetaking items in a fully branded package.

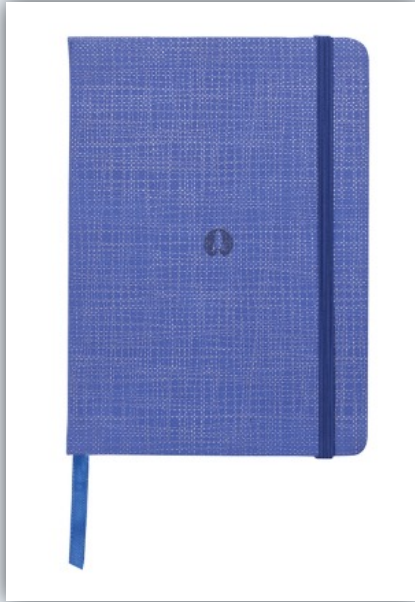


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Standard Custom Mailer Box: Price: \$13.46/item
\$2,190.00 (150 pieces)

Description: Classic mailer box with the option to brand the outside of the box (matte, gloss, or kraft).

Product Tips: Each box is digitally printed in CMYK, allowing for customization of every exterior surface *only*.



Woven Jack Journal: Price: \$4.60/item | | \$690.00 (150 pieces)

Description: 80 Page Lined Notebook with Matching Bookmark and Strap Closure. Available in 6 color options.



The Lauderdale Softy: Price: \$2.59/item | | \$388.50 (150 pieces)

Description: Stylish pen features a trendy rubberized finish barrel for comfortable writing in any position, and a high-capacity cartridge, available in black ink or blue ink.



Power Travel Kit: Price: \$31.78/item || \$4,767.00 (150 pieces)

Description: The Power Travel Kit makes for an excellent travel companion. Three practical items work together for your devices. Includes: Foldable Phone Stand, Travel Plug & Charging Cable in a brandable case.



Engraved Webcam Cover: Price: \$5.11/item || \$766.50 (150 pieces)

Description: Slim, discreet webcam cover protects your privacy and attaches easily to tablets, computer monitors, or laptops. Product tips: Customizable laser engraving across the front panel. Two color options in black or silver.

CUSTOM COHORT SWAG COST

VENDOR:
SwagUp
226 Old New Brunswick Road
Piscataway, NJ 08854
(646) 494-0520
<https://www.swagup.com>

Approximate
Price Per Box:
\$65.50

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ITEM	Price	Quantity	COST
Standard Custom Mailer Box*	\$13.46	150	\$2,019.00
Power Travel Kit	\$31.78	150	\$4,767.00
Woven Jack Journal	\$4.60	150	\$690.00
The Lauderdale Softy	\$2.59	150	\$388.50
Engraved Webcam Cover	\$5.11	150	\$766.50
<i>Subtotal:</i>			\$8,631.00
<i>Estimated Shipping:</i>			\$ 300.00
<i>Estimated Tax (10%):</i>			\$ 893.10
Total:			\$9,824.10

* Description: Classic mailer box with the option to brand the outside of the box.