



New Year, New Perks

Extend Your Promotional Marketing Dollars
Further in 2026



Our goal is to help community banks and credit unions be more efficient and effective against their much larger competitors.



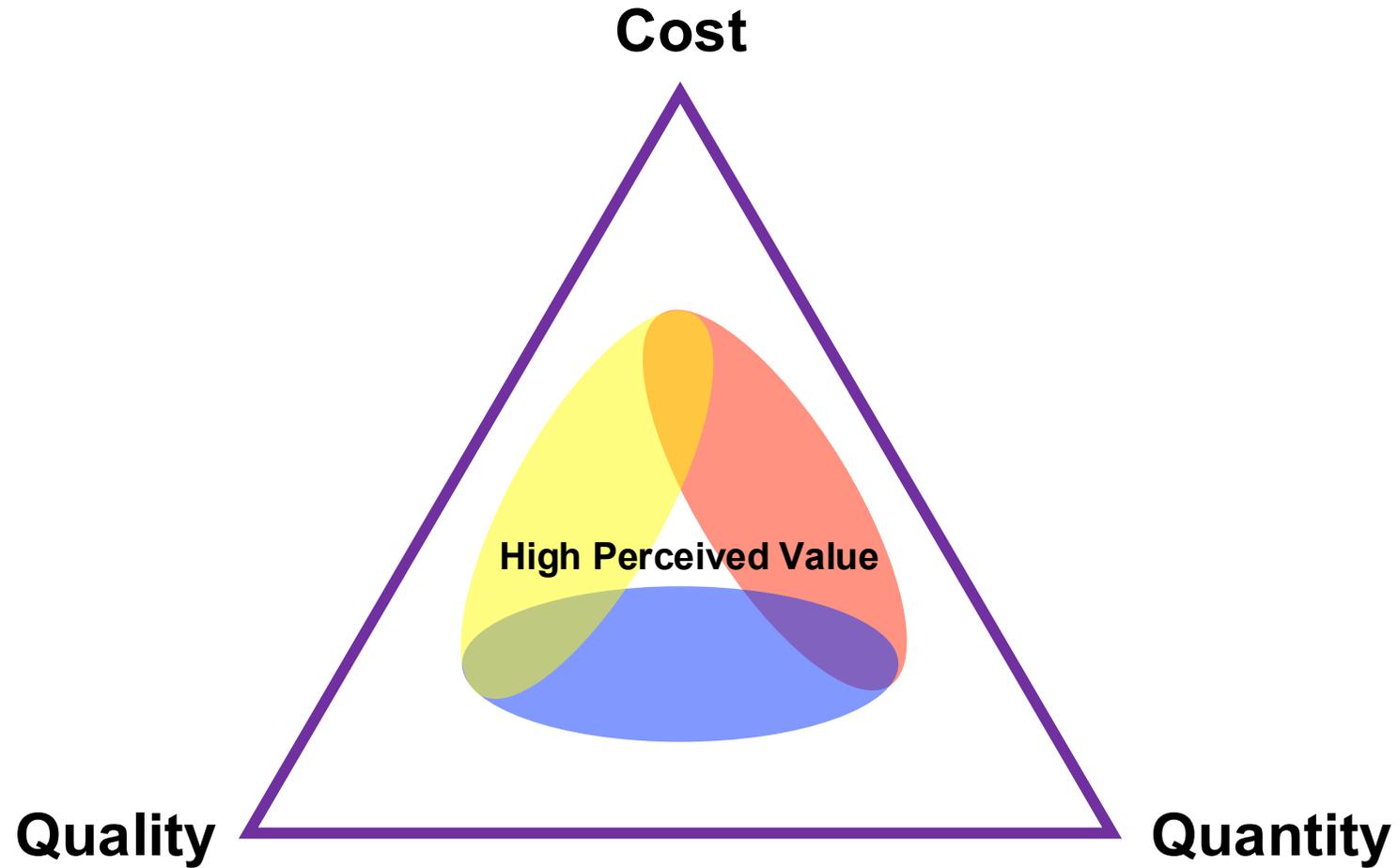
What We're Hearing



- I'm in the mindset that less is more. I'd rather see fewer items with higher quality.
- I don't want the brand to be portrayed as cheap because we're giving away cheap swag.
- Most important to me is that the brand is associated with high quality.
- People are excited when they receive something thoughtful. It's a big deal to them.
- I look for perceived value.
- It's about finding that balance between quality and quantity.



The Promotional Product Tradeoff



1. **Mass Giveaways (Events/Community Outreach): \$2–10** – Target range for handing out hundreds of items at an event where employee engagement will be low.
2. **Account Acquisition Campaigns: \$40–200** – For account acquisition, participants reported a wide price range depending on account type and potential ROI.
3. **Business Client Gifts: \$20–50** – Small number of higher-end items that can be handed out individually. Participants leaned more toward locally sourced gifts for this category.
4. **Employee Apparel: \$10–100** – Apparel also had a broad price range, because of different types (i.e., t-shirts, polos, button-downs, etc.). A common frustration with institutions was the limited options they could offer employees through their current portal (i.e., Lands' End, LL Bean).
5. **Executive/Board Gifts: \$125–\$300** – Premium, prestige-oriented items.
6. **Employee Recognition: \$75–\$200** – Participants showed a willingness to spend for unique, higher-quality items to show employee appreciation.

Why We're Here

- Risk feels high, especially at high quantities or high cost items
- Timelines can be tight with requests coming in from multiple departments or for multiple events
- Don't know what others are doing, new products, new ways to giveaway promotional items
- Ordering can be a time-consuming process, especially with apparel
- Clients are tired of playing warehouse
- **We realized we could better support our clients.**

What's New in 2026

1. Partner Pricing
2. Custom Client Portals
3. Redemption Stores
4. Brand On Demand Apparel Stores
5. Sample Box Program

Partner Pricing



12 oz Ceramic Mug

Quantity	50	100	150	200+
Cost	\$9.29	\$8.31	\$7.82	\$7.28

Order the minimum quantity and receive bulk pricing savings.

- Traditional Pricing: $50 \times \$9.29 = \464.50
- Partner Pricing: $50 \times \$7.28 = \364.00

Partner Pricing



16 oz Plain Pint Soda Glass Can

Minimum Quantity - 72

Pricing

Qty	72	144
Price per item	\$6.20	\$4.13

16 OZ

 Add to Cart

With an iconic look, customers are sure to love this Soda Can Glass! Designed with a 16 ounce capacity, each glass measures 5 1/4"H x 3"W and can display a non-metallic imprint of your choosing. This glass is microwave safe and hand washing is recommended. A great addition to any restaurant or brewery! One color imprint.

Partner Pricing



16 oz Plain Pint Soda Glass Can

Minimum Quantity - 72

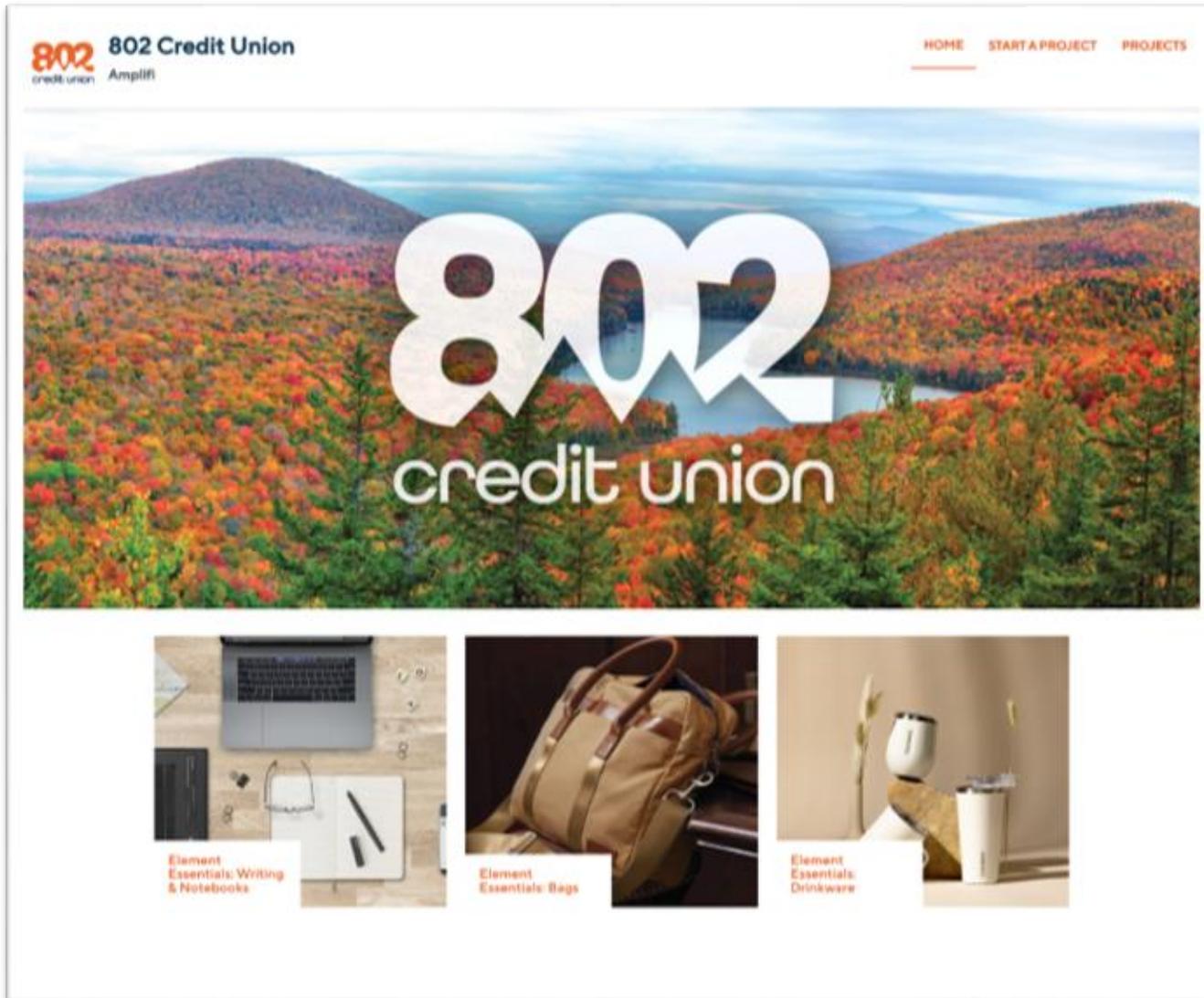
Pricing

Qty	72	144
Price per item	\$6.20	\$4.13

Order the minimum and receive bulk pricing savings.

- Traditional Pricing: $72 \times \$6.20 = \446.40
- Partner Pricing: $72 \times \$4.13 = \296.64

Custom Client Portals



“

- I need reordering to be easy.
- What's the status of my order?
- What did we order last year?
- What products are popular?
- Do you have ideas for _____?
- I want to receive samples quickly.

”

Custom Client Portals

Element Essentials: Pets

HOME ALL PRODUCTS

Disposal Bag Dispenser Dog Bandanas Dog Toys Pet Bowls Dog Bags Collars and

 <p>Pet Waste Disposal Bag Dispenser \$1.30</p>	 <p>Five Hybant Baggie Dispenser \$1.95 - \$2.26</p>	 <p>Dog Bag Dispenser With Flashlight \$3.09 - \$5.39</p>	 <p>Doggone Clean Bag Dispenser With 3 Oz. Sanitizer Spray</p>
 <p>Small Full Color Custom Dog Bandanas \$1.74 - \$1.92</p>	 <p>X-Large Full Color Custom Dog Bandanas \$4.16 - \$4.56</p>	 <p>Pet Fetch Toy Tennis Ball \$1.60 - \$2.09</p>	 <p>Tennis Ball Thrower \$3.07 - \$4.02</p>
 <p>Silicone Flyer</p>	 <p>Pet Rope Disc Toy</p>	 <p>40 Oz. Stainless Steel Pet Bowl</p>	 <p>Collapsible Pet Bowl</p>

- Default to Partner Pricing
- Great way to brainstorm with your team
- See the products that are popular with other institutions

Custom Client Portals



Pet Fetch Toy Tennis Ball

Minimum Quantity - 150

Pricing

Qty	150	250	500	1000	2500
Price per item	\$2.09	\$1.96	\$1.83	\$1.71	\$1.60

Order the minimum and receive bulk pricing savings.

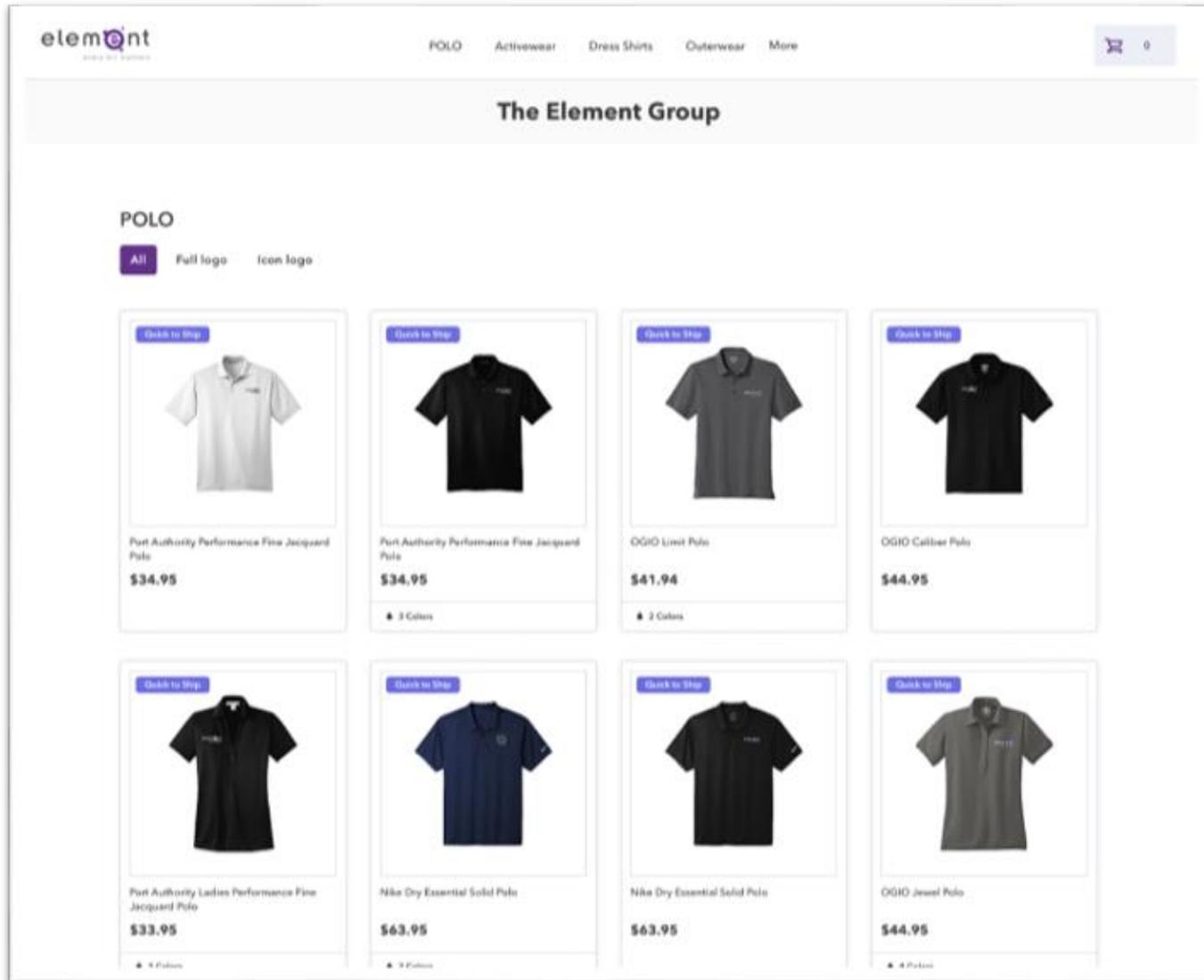
- Traditional Pricing: $150 \times \$2.09 = \313.50
- Partner Pricing: $150 \times \$1.60 = \240.00

Redemption Stores

Employee Name	Email Address	Branch Name	Hat Type	T-Shirt Fit	T-Shirt Size
Adam Fisher	adam.fisher@	Westfield Branch	Beanie	Mens	L
Alex Rivera	alex.rivera@	Northside Branch	Vizor	Mens	L
Amanda Brooks	amanda.brooks@	East Market Branch	Beanie	Womens	XL
Andrew Scott	andrew.scott@	Riverfront Branch	Beanie	Mens	M
Ashley Collins	ashley.collins@	Northside Branch	Beanie	Womens	S
Ben Howard	ben.howard@	Northside Branch	Beanie	Mens	S
Brian Hughes	brian.hughes@	East Market Branch	Vizor	Mens	L
Brittany Reed	brittany.reed@	Downtown Branch	Vizor	Womens	L
Chris Bennett	chris.bennett@	Westfield Branch	Snapback	Mens	L
Danielle Moore	danielle.moore@	Riverfront Branch	Snapback	Womens	M
David Lawson	david.lawson@	Riverfront Branch	Snapback	Mens	XL
Derek Wilson	derek.wilson@	East Market Branch	Vizor	Mens	M
Emily Carter	emily.carter@	Downtown Branch	Beanie	Womens	M
Eric Johnson	eric.johnson@	Downtown Branch	Snapback	Mens	M
Ethan Murphy	ethan.murphy@	Westfield Branch	Snapback	Mens	M
Hannah Kim	hannah.kim@	Downtown Branch	Snapback	Womens	S
James Patel	james.patel@	East Market Branch	Beanie	Mens	S
Jason Miller	jason.miller@	Westfield Branch	Beanie	Mens	S
Jessica Nguyen	jessica.nguyen@	Northside Branch	Snapback	Womens	L
Jonathan Lee	jonathan.lee@	East Market Branch	Beanie	Mens	XL
Jordan Blake	jordan.blake@	East Market Branch	Snapback	Mens	L
Justin Wright	justin.wright@	Downtown Branch	Beanie	Mens	S
Kelsey Martin	kelsey.martin@	East Market Branch	Vizor	Womens	M
Kevin O'Brien	kevin.obrien@	Downtown Branch	Vizor	Mens	XL
Kyle Matthews	kyle.matthews@	Riverfront Branch	Vizor	Mens	M
Lauren Perez	lauren.perez@	Westfield Branch	Vizor	Womens	M
Luke Anderson	luke.anderson@	Downtown Branch	Vizor	Mens	S

- No more spreadsheets! Element captures all the data and makes one order.
- Curated product options.
- Allows for personalized production options (sizes, fit, types).
- Opportunity to receive bulk pricing.
- Ways to use it – all staff events, years of service recognition, select business groups.

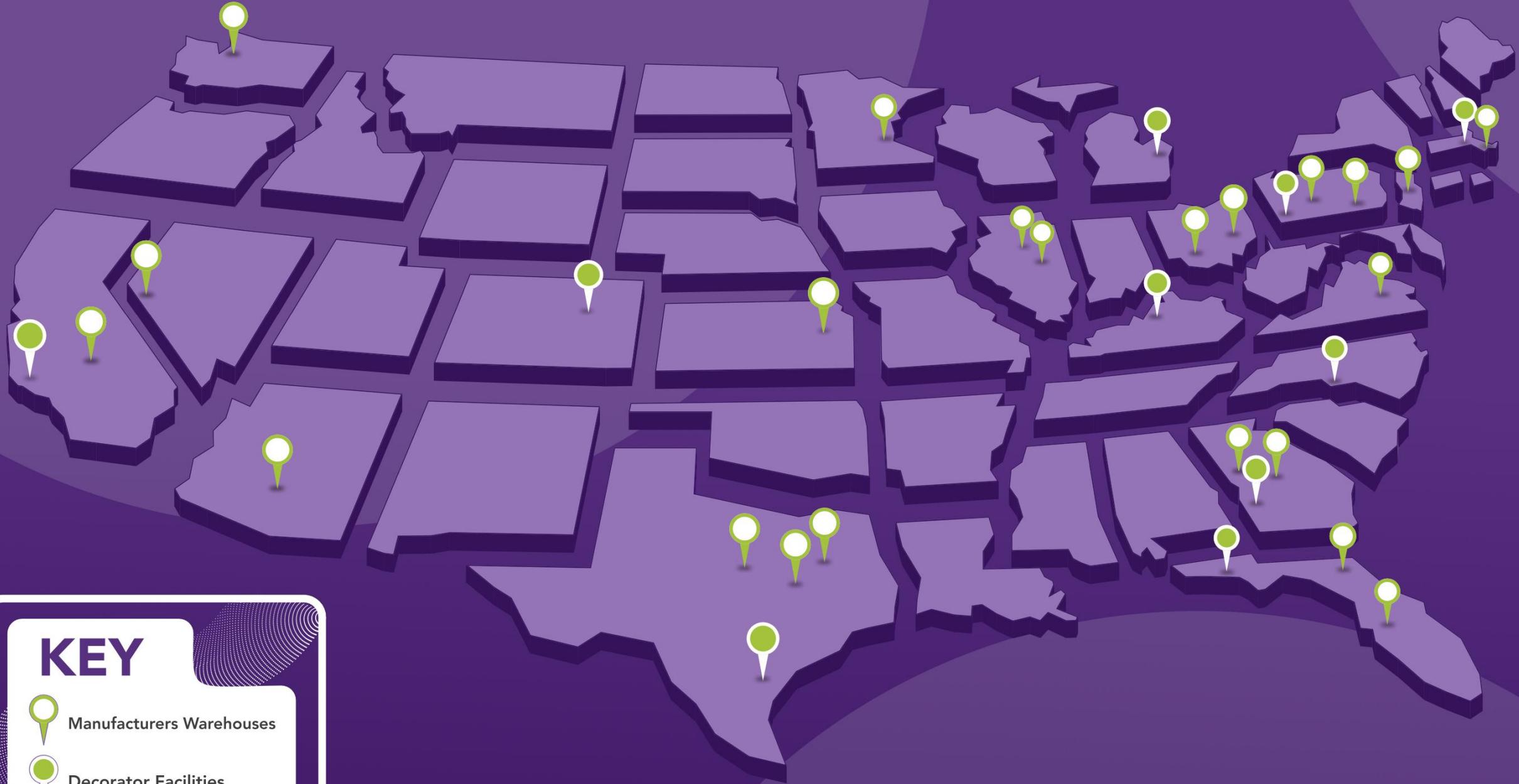
Brand On Demand Apparel Stores



“

- I want to offer more apparel options to my team.
- We waste money on buying sizes no one uses.
- It's inefficient for my team to manage apparel logistics.

”



KEY

-  Manufacturers Warehouses
-  Decorator Facilities

Brand On Demand Apparel Stores

Home > POLO > Full logo > Port Authority Performance Fine Jacquard Polo

Quick to Ship



Port Authority Performance Fine Jacquard Polo

\$34.95

Single Item

Quantity

1

1 minimum

Color

True Navy

Size

M

[Size Chart](#)

[Add to Cart](#)

Description

Lightweight and breathable, this shirt features a subtle jacquard texture. But the best part comes from what you can't see. Designed with moisture-wicking performance, this shirt will help keep you cool and dry. 4.1-ounce, 100% polyester.



- Full control of brands, styles, color, sizing, and logos.
- Orders arrive in 7-10 business days.
- Support provided by Element's team.
- No upfront costs to build or fund.
- Coupon codes are available to help fund employee apparel purchases.
- Order reporting is available.
- Can offer seasonal options.

Sample Box Program



- Quarterly gift box of curated promotional products.
- The goal is to get samples into the hands of clients and spark ideas.
- It's free! All we ask is for a 30-minute call to get your feedback on the products.
- When we get great feedback on products, it helps us build out shops.

Delivery is important...

“

Promotional products, no matter how small, need to give my team an opportunity to start a conversation with someone.

”



What's In

Mass Marketing

- Lip balms, zipper pulls, mints, scrunchies, flashlights, keychains, sunglasses, grocery bags, golf, notebooks, pets

Apparel

- Premium brands
- Hoodies are trending!
- Beanies

Manager, Small Team Meetings

- Owala, Stanley, and Yeti water bottles
- North Face Connector backpack
- Yeti bucket cooler
- Moleskin planners

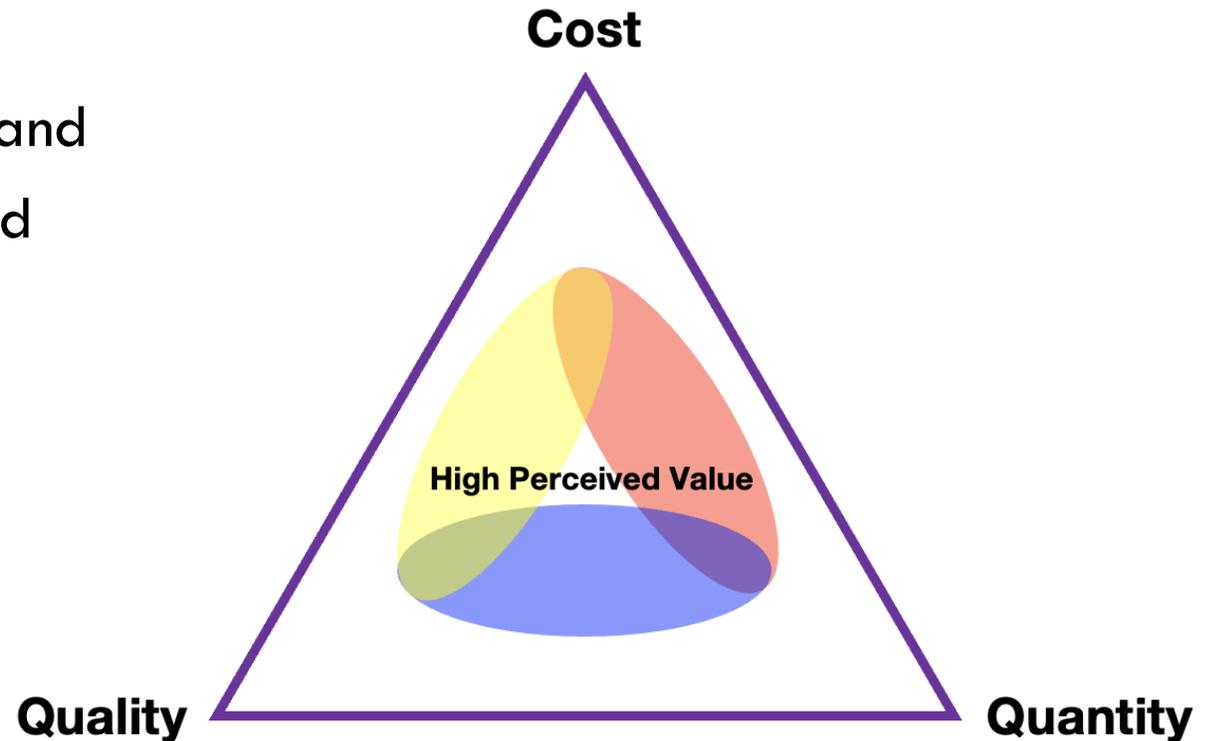
Board Members

- Decanter set
- Outerwear (North Face, Carhartt, Helly Hansen)
- Titleist Pro V1 golf balls
- Leather duffle bags

Quick Note on Premium Brands

Premium brands, not just in apparel, have entered the market in large numbers.

Brands want to extend their recognition and want to tie themselves to these higher end campaigns that companies are running.



Help Me Rethink...

- Technology is hard to get right
- Traditional tote bags
- Items for kids, especially for Youth Month (April)
- Items for department meetings
- Joint sponsorships
- Golf
- Higher-end items to AB test against cash incentives

Thank you for attending.

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