

Ten Ways Promotional Products Can Change Your Race Day Experience

Promotional Products or SWAG (Stuff We All Get), are vital parts of any successful race day, but likely are not utilized to their fullest extent. Think about what you gave away in your bags last year. Was every item usable on a regular basis? Did every item have a logo? Were you just giving away whatever your sponsors donated? While there's nothing inherently wrong with using the old standard of a pen with a sponsor's name plainly printed on it, your promotional products could be doing so much more!

Running events are competitive not just for the participants but for the race directors as well! Anything that you can do to separate your event from all of the others should be viewed as highly important. Here is a list of ten ways that printed promotional products can help!



1. *If a promotional product is high quality and useful, people will use it ALL THE TIME.*

The days of promotional products just being cheesy giveaways is long gone. Promotional products now run the gamut from personalized pedometers to gym kits and everything in between. If you give your racers something that they'll love, they'll use it, and they'll think about your event and all the fun they had every time they do.



2. *Great SWAG becomes a talking point!*

Have you ever gotten something so cool in a giveaway bag that you just have to tell the next person you see about it? That's the power of great promotional items. When all of your racers are hanging around before or after the event, they'll be talking about the different items inside of your giveaway bag. Your goal should be to keep them talking not only around your event but for weeks/months afterwards. "Hey, where did you get that awesome gym bag?" "Oh, it's from this 5k I did last month called..."

3. *It helps you get more sponsors on board!*

Sponsors are vital for any successful running event. It's one thing to offer the sponsor placement on the back of a t-shirt with fifteen other companies, but it's an entirely different proposal when you can offer a sponsor the ability to be the lone logo on a promotional product. In fact, many promotional products offer printing in two locations for only a slight upcharge meaning that you can have your racing logo and your sponsor's logo on the same item!

4. *Increased name recognition!*

As a race director, you know how important it is to keep your participants coming back year after year. If your racers see your logo on a consistent basis, they are much more likely to remember your event and then seek out your race for the next year and years to come. With the right promotional product, your participants won't be talking about the generic 5K they ran in. Instead, they will use your event's actual name.



5. *Makes your race more memorable!*

With so many running events taking place just in your region alone, it's difficult to stand out from the crowd. Anything that you can do to make a participant come back year after year should be seen as absolutely necessary. In a perfect world, every participant would remember the name of your event, the charity that it supports and the normal dates associated with the race. Unfortunately, we live in far from a perfect world. Creating memorable swag is one thing that you can do to help make lasting

memories. Sure, your participants might remember your event as the one that gave away the really cool LED safety light for their shoes rather than your name, but it doesn't matter because they still remember the race. Worst case scenario, your name and logo is printed right on the item, so if the racer sees the item, they can get your event's name.

6. You can purchase extra and then sell the rest to raise money for your charity!

Think about the last race event that you went to. Think about the people that were there. Sure, there were lots of participants, but likely outnumbering the participants were the family and friends that came out to cheer on their racer. None of these people have any of the giveaways that you gave your runners, so why not have a bunch of the really cool promotional items available for sale? Each sale puts more money towards the charity that you're supporting, and at the end of the day, that's why you put together these events.



7. A themed promotional item can make your race stand out from the rest!

Every year, more and more racing events have a theme. Whether it's a "Superhero 5k" or a "Mile with the Mutts" event, why not pair the theme with a promotional product? Print capes for your Superhero 5k, dog bandanas for an event that includes dogs or get Shamrock shaped hand warmers for your St. Patrick's Day events. Your printed promotional items will enhance the theme and make it even more memorable for your participants!

8. Bragging rights!

Is your event notoriously difficult? Would your participants want to brag about finishing? Promotional items become your racers' medal of honor. They will show your item with pride as they talk about finishing your race inspiring new participants to try to get that coveted prize next year.

9. Social Media Presence!

What's better than having a bunch of your participants take a picture together at your event and post it on social media? What if all of them were holding up their prized promotional product with your logo plastered right on the front for all of their social media connections to see? The more that people see your logo, your event name and their friends online in the same pictures, the more likely they are to remember your event.

10. Keep people thinking about your cause all year long!

Your cause is obviously important to you. It should be important to your participants to! The more that they see your logo and are reminded of the charity that they helped raise money for, the more likely they are to make extra donations throughout the year.

The Graphic Hive Can Help You With Your Promotional Items!

The Graphic Hive is an award winning, design focused custom promotional item printing and marketing company. We know that in today's competitive environment, you need to find a way to make your event stand out from the rest. Printed promotional product are an often over-looked portion of your race day experience. The modern promotional product landscape is much different than it was just five years ago. Your imagination is truly the limit when it comes to making great swag for your event.

We also know that with the abundance of promotional products on the market, it can be overwhelming when trying to pick out an item that would go great with your event. The experts at *The Graphic Hive* are only a phone call (1-888-590-3310) away. We are happy to assist you with navigating the seas of promotional products. At *The Graphic Hive*, we design for your growth. With this tagline in mind, we would like to grow with your organization and be able to continuously surprise you with high quality printed products.

