

Q3 Customers: Sales Prospects for Popular Promos

As we reach the **second half of the year**, now's the time to regroup and reinvigorate your sales strategies to keep the promo momentum going. Make that happen by targeting these **top customers for Q3** and presenting **popular products** they want the most.



Concerts & Music Festivals

From **local community concerts** to massive **sold-out tours and festivals**, the **end of summer** is filled with promo opportunities for both **venues** and **performers**. Hit all the right notes with your product suggestions by presenting **products allowed in event locations** that can also be used by end-users during the show. For example, many stadiums require **clear bags** below a certain size, making these a savvy sell for **music-related events**.



24-oz. Borneo Plastic Water Bottles With Carrying Handle (APG252)

Many music festivals offer free water stations to keep concertgoers hydrated, making refillable bottles a branding essential.



Two Tone Plastic Sunglasses (ASGL01)

These stylish promo staples will keep sun rays out of eyes so end-users can focus on their favorite performers.



Great for adhering to security protocols, see-through plastic bags will ensure a smooth entry process and happy concert attendees.

With moisture-wicking properties and UPF 30+ protection, these colorful shirts are just the thing for branding with tour artwork.



Not only great for selling at merch and drink stands, can coolers make excellent giveaways for event sponsors too.

Back to School

Most kids and teens return to **K-12 schools** in **early September**, with some **college students** heading back to the dorms even earlier. Score high marks with **education clients** by starting conversations about advertising solutions now. Consider **all age groups and occupations** for this sector to **secure the most sales**, as kids will have different preferences than teens, adults or teachers.



Augusta Drawstring Backpacks With Front Pocket (ABPK93)

Great for carrying a change of clothes to gym class or after-school sports practices, these drawstrings are a hit with students of all ages.



20-oz. Day Off Travel Mugs With Straw (ATM386)

Keep students and teachers hydrated during long school days and office hours. Complete the look with graphics in your client's colors.



Recyclable Bright ECO Notebooks (ANOT05)

Younger generations care about the environment. Help your clients speak to those concerns with recyclable notebooks that come with matching eco-friendly pens.



Flower Multi-Color Highlighters (AHP03)

School logos and mascots will stand out on the imprint area of this useful and multi-colored highlighter.



Zipper Insulated Lunch Tote Bags (ATOT244)

The thermal lining of these reusable lunch bags will keep drinks and snacks the ideal temperature all school day long.

Sports Games & Tailgates

With the **NFL preseason** kicking off on **August 3rd** and **school fall sports** revving up around the same time, now's the perfect time to talk to your clients about promotional needs for **fall sporting events**. Make a sales touchdown by presenting **tailgating essentials** and **themed novelty items** that will appeal to sports fans and **can be collected** to commemorate each sporting season.

NEW!



Tybee Ball Carrier Drawstring Sport Packs (ABPK94)

Highlight to clients the mesh front pocket that's perfect for holding a sports ball. This item is great for giving to fans or using to create branded bundles.

NEW!



Structured Trucker Snapback Caps (ACAP112)

Help sports fans show off their favorite team with a stylish snapback that's one-size-fits-most.



Zipper Beer Bottle Insulators (AKZPU002)

Professional teams can sell these bottle coolers as official branded merch, or booster clubs can sell them to raise funds for local recreational leagues.



Game Day Large Insulated Cooler Bags (ALUN33)

Make every tailgate a success with this cooler bag that will carry both your client's brand and all the beverages and buffalo dip fans desire.



23-oz. Libbey Football Shaped Beer Glasses (A2233)

These football-shaped beer glasses offer premium appeal and make great gifts to VIP ticket holders.

Oktoberfest

Running from **September 16th - October 3rd**, **Oktoberfest celebrations** are filled to the brim with sales opportunities for promo. From **street fairs** to **pop-up beer gardens**, many businesses will be after **popular requests** for imbibing like **drinkware** and **bottle openers**, so be sure to present them an assortment of **unique and impressive styles**.

Prost!

NEW!



33-oz. Super Taro Beer Mug (A5262)

With a heavy base bottom and room for plenty of brew, this large beer mug is ready for any Oktoberfest event or celebration.

NEW!



Nitro Metal Keychains With Bottle Opener (AKEY169)

Your clients can keep good vibes flowing by handing out these bottle opener keychains to revelers to use during events or to take home.



24-oz. Beige Ceramic Beer Mugs (ABM94)

Not only great for Oktoberfest events, these ceramic beer mugs make great additions to any bar or restaurant's drinkware lineup.



**64-oz. Amber Glass Beer Growlers
(A363411)**

Branded growlers make excellent Oktoberfest souvenirs and can also be filled with beer lover’s favorite ales, stouts and more.



16-oz. Pint Glasses (A0378AL)

The classic pint glass just got an upgrade. Point out to clients the colored bottoms of these glasses, which can complement many brand shades or event color schemes.

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