



Swag Bag Checklist

One Year - Eight Months Out

- Build Committee

Five Months Out

- Start soliciting items for the swag bags (e.g. lotion, gift certificates, cosmetics, nail polish, and wine accessories, bottles of water with charity logo, chocolate bars with charity logo, sponsored M&M's with logos.)
- Top tier sponsors may want to provide...work with Sponsorship Committee to collect these items
- Does the event sponsor want to provide the bags? If not, you will have to purchase or secure from another sponsor as sponsorship opportunity.

Four Months Out

- Continue solicitation for swag bag items

Two Months Out

- Order bags/printing
- Determine what items are going into swag bags and how its packaged
- Finalize who will provide the bags. Determine the design: Color? Shape? Reusable? Determine ship to address for items
- Set a drop-dead date by which you need to receive all items before assembling bags (ideally two weeks before the event)

One Month Out

- Finalize list of Swag Bag contents
- Determine method of delivery of items

Two Weeks Out

- Receive all swag bag items
- Secure several volunteers to help assemble bags and determine location & date/ Secure volunteer to transport bags + delivery to event site
- Determine secure location to store bags at event site

One Week Out

- Assemble bags with volunteers
- Finalize how and when swag bags will be delivered to guests-Shoe Guys handing out?

Day Before / Day Of

- Deliver bags to event site, and place in secure location

