

A grayscale photograph of a business meeting. Several people are gathered around a table, looking at laptops and documents. One person is pointing at a document while others look on. The scene is dimly lit, with the primary light source being the laptops and overhead office lights.

**MicroProfile 2022 Marketing
Proposal & Plan**

Proposal

- > Place order now for swag items funded by 2022 budget and place in inventory w/ vendor
- > Distribute in 2023 based on MicroProfile working group's direction with shipping funded by 2023 budget
- > MicroProfile Steering Committee to designate a rep and an alternate that will provide shipping instructions to EF in 2023
 - Eclipse Foundation directs vendor
- > On October 1st, any remaining inventory will be shipped to the then current members like in 2022

Order

Your cart (3 items)

[Want to build a box?](#)

Order Summary

Number of Items: 3

Total: **\$13,474.00**

[Proceed To Checkout](#)



Sport-Tek Full Zip Hoodie

Quantity: 100

Production: Standard - 21 Business days ⓘ

Item price: **\$48.34**
Setup fee: **\$50.00** ⓘ
Total: **\$4,884.00**

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Puma Golf Adjustable Cap

Quantity: 200

Production: Standard - 21 Business days ⓘ

Item price: **\$25.16**
Setup fee: **\$45.00** ⓘ
Total: **\$5,078.00**

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Swag.com Socks

Quantity: 200

Production: Standard - 15 Business days ⓘ

Item price: **\$17.56**
Total: **\$3,512.00**

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Notes

- > Both hoodies and hats are the exact PMS match to Microprofile's brand color (533C)
- > Hoodies are unisex North American sizing, so we will have to determine the appropriate size distribution
- > Proposal - simple MP artwork on the hoodie and hats, we can do something more fun with the socks (still only the MP logo)
- > The \$13.5k is USD and does not include taxes yet
- > We can adjust quantities, we might hit a price break point if we go up or down but it's not significant
- > Shipping and storage fees will come out of the 2023 budget
- > The company offers shipping to multiple locations over time (ex we can send to events throughout the year). However, the more places we ship, the more it costs and we won't know the shipping cost until we have the details
- > Heading into the holiday season, so we need to submit the order by **November 23** to ensure its produced and invoiced in 2022

THANK YOU

 **ECLIPSE**
FOUNDATION