

Start Small, Scale Smart

EXAMPLE BUDGETS FOR PROMO ORDERS



\$500 Budget

Best for events, first-time merch orders or small promotions

Typical quantities at this level:

- Stickers: 250–500
- Pens: 300–500
- Notepads / Softbound Journals: 50–125
- Basic Tote Bags: 50–75
- Low-Cost Drinkware: 40–60
- Single-Color T-Shirts: 20–30

Good for:

Events, pop-ups, giveaways and testing what your audience actually uses.

\$1,000 Budget

Ideal for combining giveaways with retail-quality items

Typical quantities at this level:

- Single-Color T-Shirts: 50–75
- Tote Bags: 75–125
- Upgraded Drinkware (insulated tumblers): 60–100
- Softbound Journals: 75–150
- Premium Pens: 200–300
- Tech Accessories (chargers or power banks): 25–40

Good for:

Multiple events, staff apparel or launching a small, branded merch collection.