

The Selkirk Advocate Demo Swag Box

Just one possible use case:

The Swag Box contains:

Item	Quantity	Suggested Purpose
Selkirk Branded Wristbands	100	High-volume, easy giveaway to engage a crowd and build brand visibility.
Premium Lanyards	6	Perfect for the media or a higher-value thank you gift.
Selkirk Sticker Packs	6	Fun, collectible items for personalization and grassroots marketing.
12-Pack Edge Guard Tape	6 (72 individual Edge Guards)	Essential, practical product giveaway demonstrating commitment to equipment care.
\$20 Selkirk Gift Cards	6	High-value incentive to encourage new customers to purchase Selkirk paddles or gear using your advocate code.

An optional use would be as giveaways and raffle items for those attending Demo Day events. The larger the event, the more raffle prizes that can be made available. Such as:

Group Size	Giveaways and Raffle Items
6 to 10	<ul style="list-style-type: none"> • Every participant receives a Selkirk wristband • All participants who are already Selkirk-brand paddle owners receive a free Edge Guard • 1 Sticker Pack to raffle • 1 Selkirk Lanyard to raffle
11 to 15	<ul style="list-style-type: none"> • Every participant receives a Selkirk wristband • All participants who are already Selkirk-brand paddle owners receive a free Edge Guard • 1 Sticker Pack to raffle • 2 Selkirk Lanyard to raffle • 1 \$20 Selkirk Gift Card
16 to 20	<ul style="list-style-type: none"> • Every participant receives a Selkirk wristband • All participants who are already Selkirk-brand paddle owners receive a free Edge Guard • 2 Sticker Pack to raffle • 3 Selkirk Lanyard to raffle • 2 \$20 Selkirk Gift Card



I like the idea of giving people who have already joined the Selkirk family a sort of "Bonus". Hoping possible future members see this as a benefit of engaging with the group.