



**ROCKET**  
**SCIENCE**  
B R A N D I N G

# why Rocket Science Branding?

Our objectives are to support ease of access and maximize results while minimizing the overall cost of the program.

## Single Source Solution

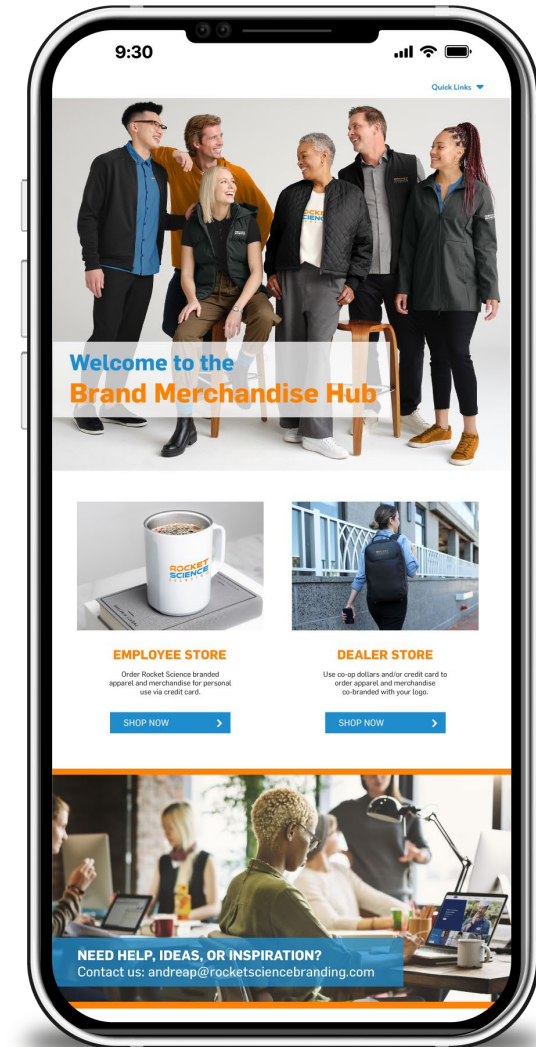
- One destination for easy access by all buyer types
- Drive efficiency and savings

## Cost Avoidance/Reduction

- Aggregate spend to drive down product cost
- Limit spending to approved buyers and budgets
- Eliminate left-over inventory
- Reduce buyer effort to place and manage orders
- Reduce internal processing cost per PO

## Brand Impact

- Products that are kept, used, and appreciated
- Promotions that are noticed and remembered
- Quality compliant merchandise that is always on-brand



# why Rocket Science Branding?

Rocket Science Branding helps organizations cultivate community by curating and designing compelling branded merchandise. Consider us an ad agency that exclusively specializes in swag -- from uniforms and signage to gifts and giveaways to practical tools that our clients and their customers use on a daily basis. From a concept drawing on a napkin to manufacturing, warehousing, and global shipping, we can do it.

We work with our clients to understand their business and culture goals, their value proposition and mission, their brand and team culture, and the personality and goals of their customer community. All of this is then taken to curate a personalized collection to inspire not only a connection between the brand and their customer community, but also the brand and their team members.

Success for us is when branded merchandise can help develop brand love, when our client's customers can feel seen, understood, and a part of a community, not just while in our client's store or during product use, but through all the other moments as well.



## what we offer

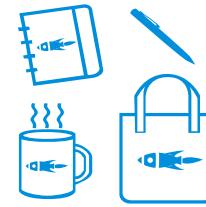
Rocket Science Branding provides **strategic & creative branded merchandise** to create **brand love**. We develop compelling designs & products that **connect and engage** a community through a **tangible touchpoint**.

Our team is made up of storytellers, engagement drivers, product experts, and market analysts who aspire to exceed your marketing objectives and goals.

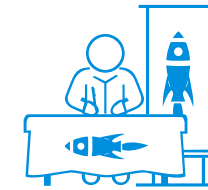
We want to work with you by mixing part science, part design, and a whole lot of **WOW!**



Apparel



Branded Merchandise



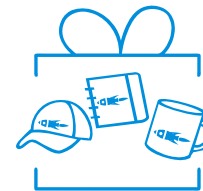
Signage



Awards & Recognition



Print, Binding & Packaging



Fulfillment & Kitting



ERP Punchout Enablement



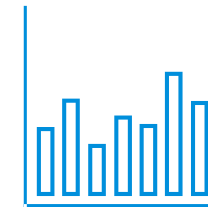
Campaign Development



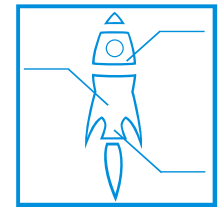
Inventory, POD & Pop-up Shops



Warehousing & Distribution



KPI Tracking & Reporting



Completely Custom



# our 4P'S of promotional products

## People

Dedicated team of creative experts committed to delivering service excellence and innovation.

## Product

Products that will represent your brand and generate **Brand Love** with your target audience.

## Platform

Fully-connected environment for ideation, collaboration, brand integrity, reporting, and more.

## Purpose

Being intentional with everything we do—combining, creativity, thoughtfulness, and quality to elevate a brand's identity.



# our clients



# rocket science branding team

**Founder**  
**Andrea Pereira**



**Andrea** never suspected that what was supposed to be a starter admin job during grad school would turn into her lifelong career.

Forever a storyteller -- yeah, she was one of those “wild imagination” kids -- it’s the possibilities of what could be that make this work exciting for her. “You just don’t know who is going to save that branded tote bag because the design was clever and it was useful...and then that hospital ends up saving their life because they remembered and trusted that brand, or that school is where they finally applied to and they cured cancer with what they learned there. Anything is possible.”

**Fast Facts:**

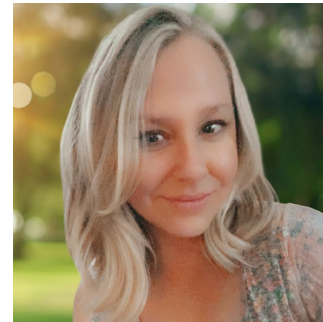
- Started in Advertising Specialty Industry in 2007
- Received her MBA at Pepperdine in 2008
- Found Rocket Science Branding in 2019



**Daniel Aragon**  
Sr. Project Coordinator



**Jannine Villar**  
Project Coordinator



**Megan Daw**  
Fulfillment Manager



**Cameron McAlister**  
Production Coordinator



**Mary Russell**  
Accounting Manager



# our core values

These Core Values were created by our team members as a direct expression of who we are and how we do the work that we do—the work that is intended to represent you.



## EXCELLENCE

We make excellence a habit and consistently create work we are proud of



## INNOVATION

We have a solutions-driven mindset



## INTEGRITY

We don't shy away from the difficult moments



## COLLABORATION

We respectfully disagree and prioritize thoughtful and intentional work every time



## CREATIVITY

We strive for WHOA moments



## FUN

We always find the fun

# rocket science branding memberships

Advertising Specialty Institute Member

Promotional Products Association International Member

Female Founder Collective Member

National Minority Supplier Development Council Certified through Southern California Chapter

Women's Business Enterprise National Council Certified through WBEC-West Region

California Unified Certification Program Certified Small Business and Disadvantaged Business

NextUp Member

Promotional Products Association International Safety Certified

Certificates available upon request.





# meet Boundless, our exclusive managed services provider



**VP of Client Services**  
Wanza Madrid



**Director of Brand Engagement**  
Andrea Stoll



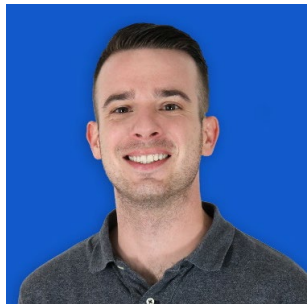
**VP of Creative Strategy**  
David Mills



**Executive VP of Sales**  
Pat Barry



**Director of Business Development**  
Tanya McKinney



**Technology Program Manager**  
Wade McMahon



**Corporate Merchandiser**  
Lauren Smith



**Creative Services Manager**  
Robin Potter



**Sales Support Manager**  
Morgan McCall



**Implementation Specialist**  
Stephanie Childs



# CSR COMMITMENT



# our mission, services, & values

We bring together people, products, and an easy tech platform to drive impressions and deliver ROI with visibility and control. We help clients connect with their audience and bring their brand to life with creative branded product campaigns. We believe in branding products with purpose™ and finding effective solutions for each unique brand.

## Purpose Statement

We exist to help our clients create meaningful connections between their brand and people through product.

## Vision Statement

To become a leader in elevating a brand's identity with innovative product campaigns that combine thoughtfulness, creativity, and quality for a lasting, sustainable impact.

## Mission Statement

To help connect with people by bringing their brand to life with creative, meaningful campaigns and products that are kept, used, and appreciated.



# our approach

## Product

At Rocket Science Branding, we don't believe in peddling out "tchotchkes," "trinkets," or "stuff"—you know, all the low-quality products that will end up in the landfill.

We believe in valuable impressions and enduring Brand Love moments. We help our clients source quality merchandise that people want to keep for years. We work with clients to reflect their brand values and appeal to their target audience with purpose at the heart, accessing vetted and ethically manufactured products made from sustainable materials or in circular processes. We're able to source materials only from ESG-approved vendors in our network of over 1,500 suppliers.

## Platform & Programs

Rocket Science Branding is a full-solution merchandise provider, using patented tech to help organizations gain inspiration, control, and visibility. Our custom solutions give clients access to a single source for ideation, collaboration, brand integrity, reporting, and more. With innovative tech and integrations, we make it easy to find the products you want, cut out rogue spending, manage product reports, and launch unforgettable campaigns.

We build programs around your ESG initiatives with tools like GroupBuy™ or on-demand platforms that avoid sitting inventory. Ethical tech, data security, and privacy are important to us. We ensure compliance with relevant IT governance and data protection regulations.

## Purpose

Rocket Science Branding is driven by purpose, and we stick by our values. We care about fostering sustainability, promoting products that will stand the test of time, and building connections that last. That's why we're committed to branding products with purpose™.

We have had an internal CSR group that champions sustainability and social responsibility efforts across the business since 2016. We also engage in ESG audits from outside entities, like EcoVadis, and are working with an ESG consulting firm for future plans.

# UNSDG alignment & goals

We are committed to creating a positive impact on the world by aligning our business practices with the United Nations Sustainable Development Goals (SDGs). Our values drive our actions, and we recognize the importance of contributing to a more sustainable and equitable future.

## Rocket Science Branding has committed to supporting the following UNSDGs:



### Goal 3: Good Health and Well-Being

We prioritize the health and well-being of our employees, customers, and communities. Our products promote well-being and safety, and we actively support health-related initiatives.



### Goal 8: Decent Work and Economic Growth

We provide fair wages, safe working conditions, and opportunities for growth to our employees. By supporting local economies, we contribute to economic development.



### Goal 12: Responsible Consumption and Production

Sustainability is at the core of our production processes. We minimize waste, use eco-friendly materials, and encourage responsible consumption among our customers.

## Here's how we plan to further align with the SDGs:



### Goal 13: Climate Action

We are committed to reducing our carbon footprint. Our supply chain focuses on renewable energy sources, and we continuously explore ways to mitigate climate change.



### Goal 17: Partnerships for the Goals

Collaboration is key. We actively engage with partners, suppliers, and customers to create a collective impact. Together, we can achieve more.

Our journey toward sustainability is ongoing, and we remain open to learning, adapting, and improving. By aligning our business practices with the SDGs, we aim to create a better world for current and future generations.





# supplier diversity reporting & planning

We put our DI&B beliefs into action. Our Minority-Owned Supplier Lists places minority business owners front and center on our platform, affording more opportunities to under-represented businesses and supporting any auditing of minority-owned businesses under our umbrella as well. Our supplier diversity program includes minority-owned, woman-owned, disabled persons-owned, veteran-owned, LGBTQ+, and small businesses.

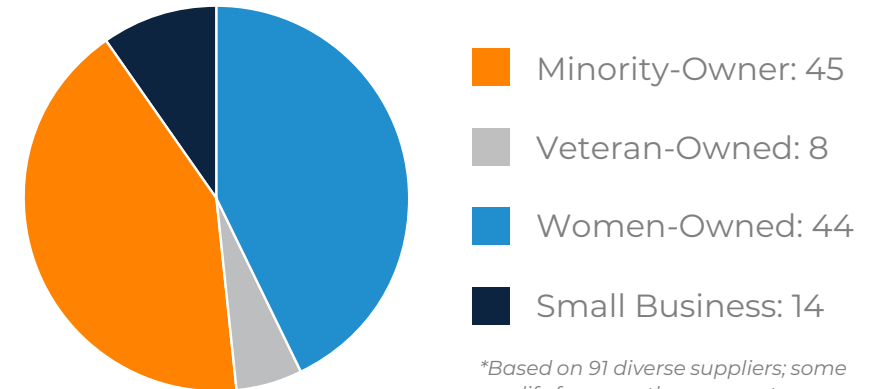
## Our Plan

In 2020, we found that we could do better. We started an aggressive supplier outreach campaign to identify our diverse supplier partners and capture their certifications; this improved our reporting and insight into our supplier base and where we were lacking.

In the years since, our company has grown and so has our supplier base. Amid that growth, we achieved a diversity spend of 5.74% of our overall supplier spend in 2023. We commit to a three-year goal of 10% of total spend with our supply chain by 2027.

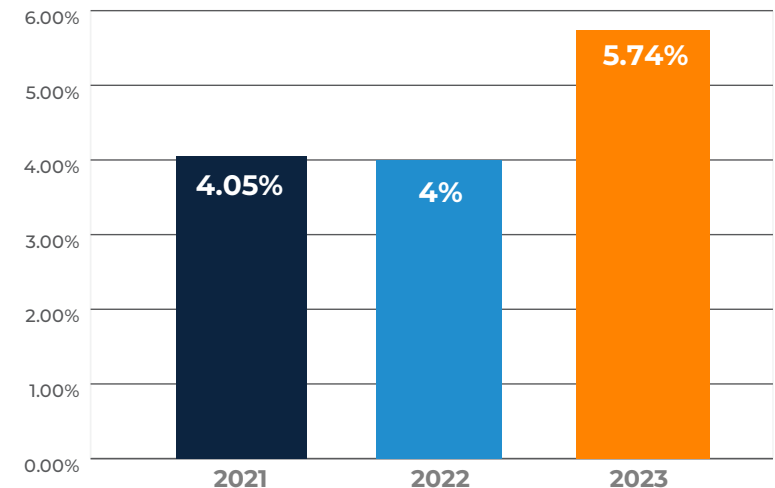
We will achieve our goal by continuing to improve our data set, increasing our outreach to non-industry suppliers who are diversity certified, and promoting diversity-owned companies and brands to our buyers and clients.

SUPPLIER DIVERSITY SPEND



*\*Based on 91 diverse suppliers; some qualify for more than one category.*

TIER 2 DIVERSITY (MWBE) SPEND HISTORY



# product

We believe in doing business with partners, suppliers, and contractors who share our commitment to safe products and responsible manufacturing. In fact, we prioritize suppliers that commit to responsible manufacturing processes. We have intentional relationships with the industry's leading manufacturers and importers to ensure product quality, safety, and ethical practices in the supply chain.

These partners have signed a Code of Conduct in addition to maintaining full compliance with all federal, state, and local laws, standards, rules, and regulations.



# supply chain compliance & ongoing training

## Third Party Audits and Testing

We partner with top accredited labs to meet and exceed local, national, and international testing and auditing standards. When sourcing directly from our network of overseas manufacturers, we work with labs and auditing bodies that are recommended by the Consumer Product Safety Commission (CPSC) to ensure compliance with all federal, state, and local safety laws based on the intended audience, intended usage, and material components.

## Preferred Supplier Program

We execute a preferred supplier program every year, representing 100 of the leading suppliers and manufacturers in the promotional products industry and about 60% of our overall spend with suppliers. These partners are evaluated on an annual basis for product quality, product integrity, creativity, pricing, diversity status, and sustainability initiatives. These Preferred Suppliers sign not only an agreement to provide the best pricing, service, and quality in the industry, but they also sign a Code of Conduct and acknowledge our commitment to ethical and safe practices in the supply chain.

## Product Safety

As a PPAI Product Safety Aware company, we have undergone extensive training in Consumer Product Safety and Children's Product Safety. We partner with trusted manufacturers and testing labs to ensure product integrity and compliance with all product safety laws and regulations.

## Human Rights Policies

Human rights and labor policies are outlined our Employee Handbook as well as our Supplier Code of Conduct + Responsible Sourcing Commitment. We require our Suppliers to comply with all applicable wage and hour labor laws; use zero forced labor or child labor; and put in place protections for employees around harassment and/or abuse, discrimination, unsafe/ unhealthy work environments, whistleblowing, and the right to freedom of association/collective bargaining. The Code of Conduct also includes regulations covering employee compensation, reimbursements, taxes, and working hours.

## Product Recall Plan

We maintain a detailed product recall plan which allows us to take action quickly in the event of a recall.





# sustainable procurement

## External Promotion of Sustainable Products

We are proud to promote Sustainable products throughout our marketing campaigns. Eco-focused product campaigns are released annually and our yearly Trend Lookbook always features a Sustainability category. We carefully select items to feature that will be kept, used, and appreciated over a long lifecycle, and choose to highlight eco-friendly and/or environmentally-focused give-back items over comparable items when possible.

## Internal Promotion of Sustainable Products

We encourage our Sales team to source eco-friendly and sustainable items by creating specialized product collections and by maintaining a list of vendors that offer sustainable and/or give-back items in our intranet. By 2025, we will have implemented a comprehensive and detailed list of CSR/ESG items in our intranet, improving our reporting and measuring capabilities.

## Sales Training on Sustainable Procurement

As a part of the top 30% of our Team, we attend our annual National Sales Meeting. This meeting features educational content around Sustainability, including keynote addresses from company executives and industry thought leaders. We are currently working to enhance our internal training and messaging around sustainable sourcing in 2025.

## Sustainable Sourcing Programs

We are not a one-size-fits-all company. Our clients have different environmental, diversity, and product safety goals, and we partner with those clients to provide customized processes and frameworks to meet and exceed their requirements.

## Supplier Diversity Program

Our Supplier Diversity Program features small businesses and minority-owned, woman-owned, veteran-owned, and LGBTQ+ owned businesses. We offer our clients reporting and analysis on the vendor level, and by 2025 will be able to offer the same on the product/item level.

## Sustainable Supplier Incentives

With our goal of branding products with purpose™, we choose to highlight eco-friendly and/or environmentally-focused give-back items and vendors over comparables in our Marketing campaigns and product collections.



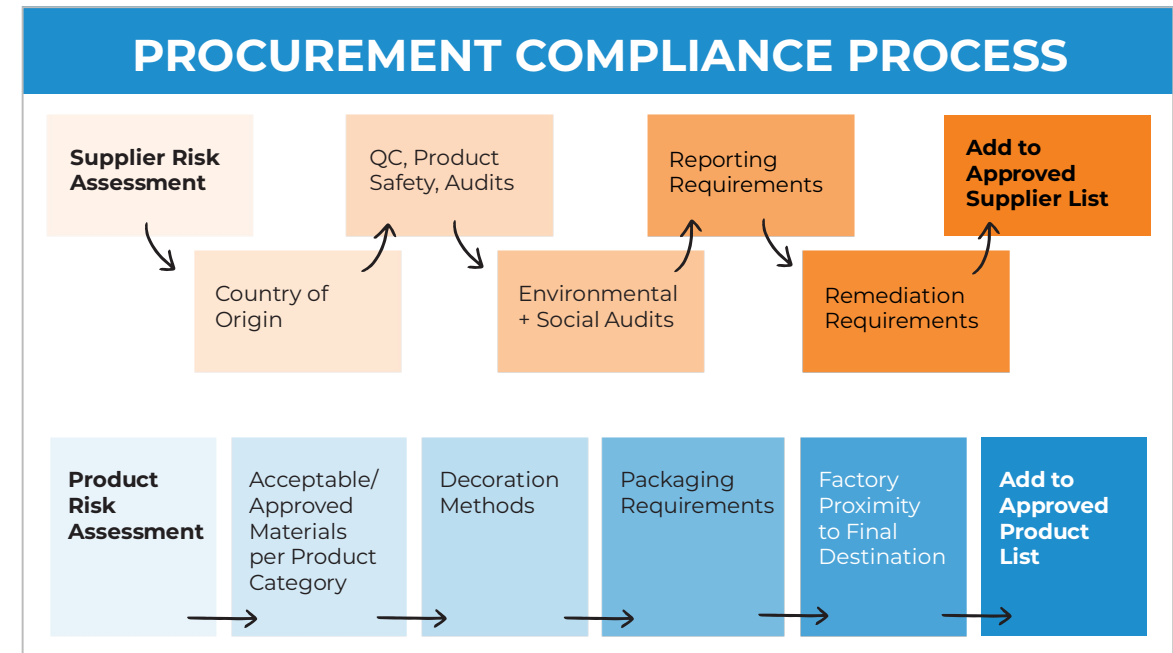
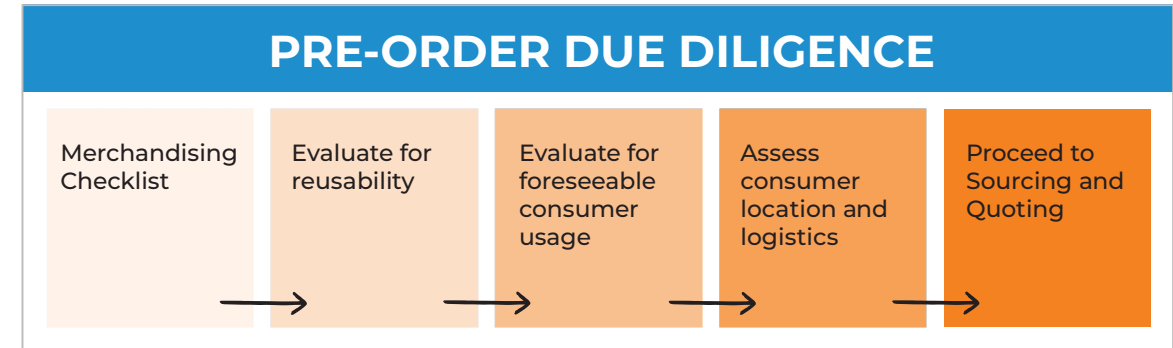
# sustainable sourcing process building

We are proud to work with a network of manufacturing partners that can support our clients in reaching their sustainability goals. We can source sustainable alternatives to your favorite products, reduce your carbon footprint through low-waste packaging and freight, or give back to the environment through charitable initiatives. Our manufacturer network is constantly growing, and sustainability is one of our top priorities when we evaluate our partnerships.

We create customized procurement processes for our strategic customers to meet their specific initiatives and track their progress.

## Our Process

- Discovery sessions to define requirements on supplier diversity, country of origin, audits, material composition, packaging, shipping, and manufacturing practices
- Develop a risk assessment process based on those requirements
- Align our sourcing network to the defined requirements and develop an approved supplier/manufacturer database
- Align the client's processes to our ordering and quoting workflow
- Develop KPIs for transparency and reporting



\*Note: The flowcharts above represent an example of a procurement process based on specific client requirements.



# sustainable materials

We know sustainability isn't a trend; it's a lifestyle. We are a dedicated team that is passionate about creating a positive impact on our environment. Sustainable materials play a crucial role in mitigating the impacts of climate change and ensuring a healthier planet.

Some ways that we practice this lifestyle are sourcing products from the following categories:



## Biodegradable Materials:

These materials break down naturally over time, reducing waste and pollution. Examples include organic cotton, bamboo, and certain types of plastics made from plant-based sources like wheat straw.



## Recycled Materials:

Using recycled materials helps conserve natural resources. For instance, recycled glass, paper, and plastic can be used to create new products, reducing the need for virgin materials.



## Renewable Resources:

Materials sourced from renewable resources can be replenished naturally. Wood from sustainably managed forests, solar power, and biofuels are a few examples.



## Low-impact Materials:

These low-impact materials have a minimal environmental footprint during production and use. Examples include low-VOC paints and energy-efficient building materials.



## Upcycled Materials:

Upcycling is a process that involves repurposing discarded items into new products. It's a creative way to reduce waste and also extend the lifespan of materials.



## Natural Fibers:

Materials like organic cotton, hemp, and wool are derived from natural sources and are biodegradable. They often require fewer pesticides and chemicals during cultivation.



## Lifetime Products:

In addition to sourcing products with sustainable materials, we also look at manufacturing processes. For example, we can source apparel and other goods from manufacturers with circular business models, where products are designed to be durable, repairable, and recyclable. We like to call these items lifetime products.

# eco-friendly product collections & content

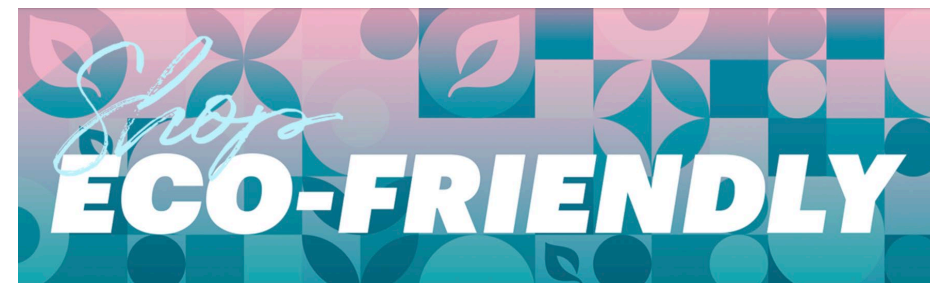
## Making it easy to be green.

We have worked with our Preferred Suppliers to curate compelling product collections and presentations featuring entirely sustainable items. The products included in these resources have been vetted by an internal team to make sure they are meeting sustainable product standards. With thoughtfully selected options for popular categories in branded merchandise, these collections make it easier to source eco-friendly items.

We also include a Sustainability category in all our major lookbooks—from Trends to Holidays.

Looking for trending topics in sustainable product sourcing? In addition to product collections, we publish informative, research-backed articles on our Blog that often cover earth-friendly topics with tips.

Ready to shop? Our pre-curated product collections on our proprietary Portal technology, called Idea Books, are just that—ideas on ideas on ideas. Browse our recommended items in eco-friendly picks, collaborate with your Brand Consultant, and simply request quotes for your new green promo campaign.



# Single use plastics & eco-packaging

Our team strives to choose sustainable packaging options wherever available to coincide with our core value of 'Do the Right Thing'. We take our climate responsibility seriously and is a leader in sustainable packaging solutions.

## The following are some green solutions we have implemented:

- 100% of the packaging associated with our products is reusable without further processing.
- We have a materials reduction program. We investigate biodegradable materials, reduce the packaging size, and deliver in bulk.
- 10% of our packaging is made from recycled materials.
- 90% of our packaging is recyclable.
- Less than 10% of the packaging must be sent to landfill.
- Our packaging does not contain any hazardous materials.



# recycling & upcycling product programs

We are committed to supporting clients in the sustainable disposal of outdated or off-brand merchandise through recycling and donation programs.

## give-backs

We partner with top-notch suppliers and brands that have incredible give-back programs. This collaboration not only makes a positive impact with meaningful causes, but it also ensures that we are working with organizations who also share our values. Some of our favorite give-back programs that we've attributed to are: 1% For The Planet, Parks For All, Eden Reforestation Projects, One Tree Planted, Boys & Girls Clubs of America, Threads of Change, Children of Fallen Soldiers Relief Fund Inc, and Hanes4education.





# platform & programs

We are a full-solution merchandise provider with patented tech to help organizations gain more inspiration, control, and visibility. Our custom online solutions give you access to a single source for ideation, collaboration, brand integrity, reporting, and more. With innovative technology and integrations, we make it easy to find the products you want, cut out rogue spending, manage product reports, and launch unforgettable campaigns. In fact, we can even build programs around your ESG initiatives with tools like GroupBuy™ or on-demand platforms that avoid stale inventory. We value customer data security and privacy, ensuring compliance with relevant IT governance and data protection regulations.



# saving with GroupBuy™

The traditional supply chain in the branded merchandise industry often requires a minimum order quantity on a per-decorated-product basis for each order. Minimum order quantities are set by manufacturers or decorators, and they can be in hundreds or multiple hundreds depending on the product. While a smaller quantity meets a buyer's needs, they may be required to purchase the manufacturer's minimum for their order to be processed—which can lead to over-ordering and leftover products are often destined for a landfill. This problem isn't good for anyone, and it definitely contributes to a negative stigma in the promotional product industry.

Our patented GroupBuy™ technology helps solve this unneeded waste by allowing multiple buyers across the organization to order the same decorated product during a specific timeframe at less than manufacturer's minimum. A single buyer may only need 10 tumblers, another buyer 40 tumblers, and another buyer 50 tumblers. But together with the power of GroupBuy™, they can meet the manufacturer's minimum when they purchase during the specified timeframe. Each buyer gets the quantity they actually need—no more, no less—keeping erroneous spend in check and extra product out of landfills.

**An added bonus:** The more buyers that join the GroupBuy™, the more likely the price drops for everyone as they reach volume discount tiers.

It's really a win-win-win situation: for your buyers' needs, your organization's pocketbook, and your eco scorecard.





# print on demand

We live in a world where “on demand” is quickly becoming not only the expectation but the norm. The branded merchandise industry is no different. As it takes less time to complete small runs of eligible products with select decoration methods, we recommend replacing a standard inventory model with an “decorate-on-demand” one—where we decorate products in real time as soon as buyers place their orders.

When your collection includes products that meet the requirements of one-piece decoration on-demand, you can avoid the financial outlay to pre-purchase inventory and circumvent the risk of holding products that eventually become obsolete. Whether the demand for a specific product has run its course or your deep inventory is sitting stale after a rebrand, you hate to see your investment go to waste and these irrelevant products go straight into the dumpster. The decorate-on-demand model offers the ability to update products and art as frequently as the market demands, with less financial risk and less waste.

It's a no-brainer for any program.



# kitting & fulfillment



Our fulfillment centers use sustainable packaging whenever available; for example, they have moved from bubble wrap and peanuts to shredded corrugate, honeycomb wrapping, cellulose wadding, and recycled or recyclable paper for package fill. In addition, all orders are shipped in recyclable corrugate or padded kraft mailers. All forklifts are battery operated instead of propane powered, and pick bins are made from sustainable materials. Any unusable corrugate is baled and sent to a recycler.



# shipping & logistics

Our preferred freight carrier is UPS, who has demonstrated a commitment to sustainable business practices and environmental responsibility. UPS has made a commitment to convert 40% of their fuel usage to alternative fuel sources for ground operations and 25% renewable electricity powering their facilities by 2025. By 2035, they hope to convert 30% of their air network to sustainable aviation fuel (SAF), see a 50% reduction in CO2e per global small package delivery, and leverage renewable electricity in 100% of their facilities.

Sourcing locally made items is another way we support our clients in reducing their carbon footprint through freight reduction.

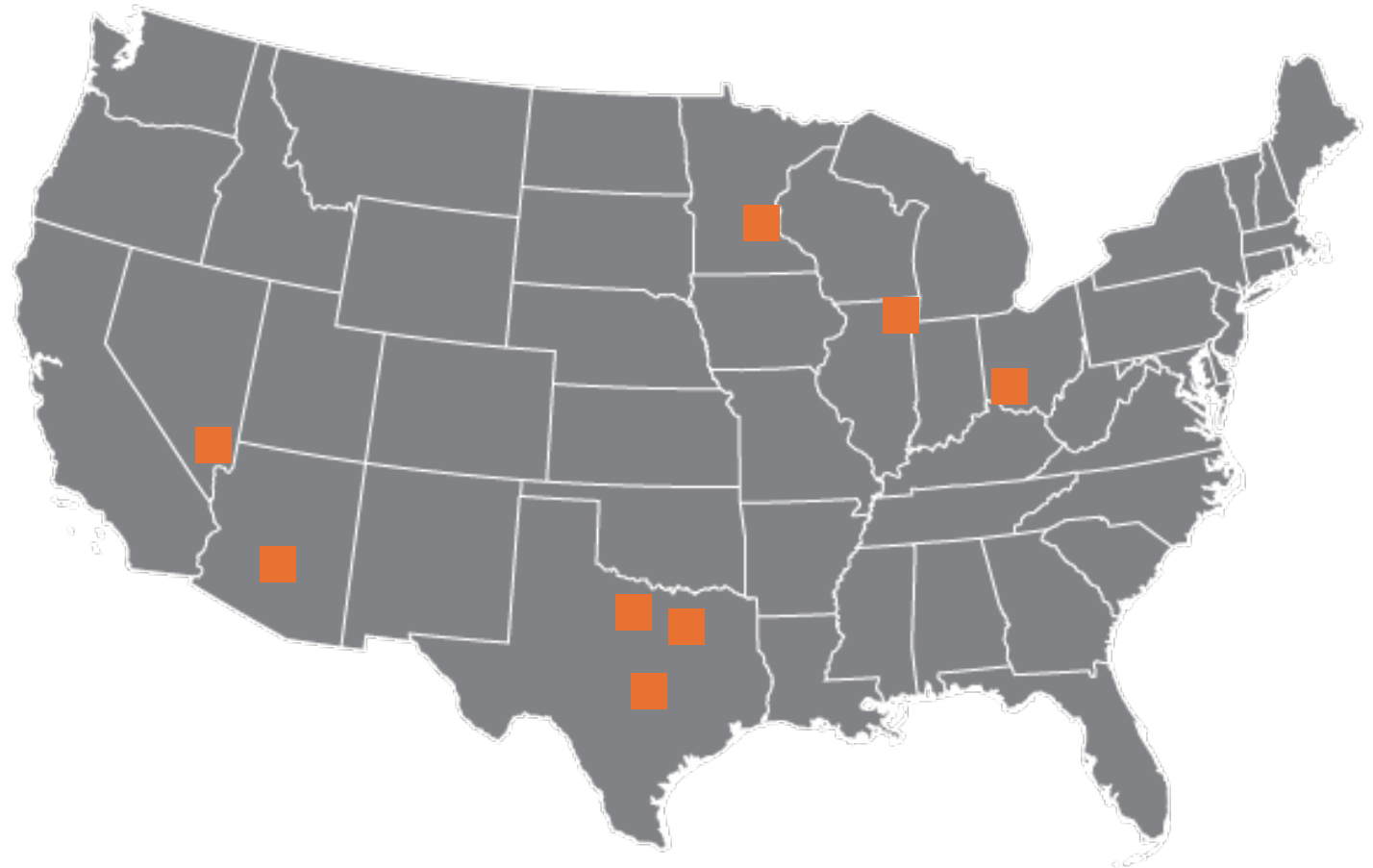


For more information on UPS' sustainability initiatives, goals and progress, please visit their [Sustainability page](#) & [Reporting page](#).

# our fulfillment centers

In addition to managing 3 internal fulfillment facilities\*, we partner with only the most dedicated, experienced, and efficient fulfillment centers across the USA. Each partner is fully vetted to ensure they meet our standards regarding accuracy, service, safety, and commitment to sustainable practices.

- Irving, TX – 200k sq ft
- Dallas, TX – 50k sq ft
- Round Rock, TX – 10k sq ft
- Phoenix, AZ\* – 50k sq ft
- Las Vegas, NV – 15k sq ft
- Chicago, IL – 150k sq ft
- Cincinnati, OH\* – 100k sq ft
- St. Paul, MN\* – 50k sq ft





# purpose

We are driven by purpose, and we stick by our values. We care about fostering sustainability, promoting products that will stand the test of time, and building connections that last. That's why we're committed to branding products with purpose™.

We have an internal CSR group that champions sustainability and social responsibility efforts across the business. We also engage in ESG audits from outside entities, like EcoVadis. We always strive to be better.





# future proof planning

## EcoVadis 2024 improvement plans - environmental areas

### Compile Environmental Policy to Include:

- Energy consumption & GHGs
- Local & accidental pollution
- Materials, chemicals, & waste
- Product use
- Product end-of-life
- Customer health & safety
- Sustainable consumption

### Set Targets and Goals for:

- Energy consumption & GHGs
- Renewable energy consumption
- Deforestation/reforestation
- Weight of plastic packaging in total
- Raw materials used
- Metal use
- Waste by type
- Waste recycled
- Waste sent to landfill
- Waste to energy recovery

### Establish Capability to Measure/Report:

- Energy consumption & GHGs
- Renewable energy consumption
- Deforestation/reforestation
- Weight of plastic packaging in total
- Raw materials used
- Metal use
- Waste by type
- Waste recycled
- Waste sent to landfill
- Waste to energy recovery

## Carbon footprint scope 1 & 2

During COVID-19, we transitioned to remote work and have continued with over 90% of our employees working at home, reducing carbon emissions.

In 2024, we will be estimating our overall Carbon Footprint for Scope 1 and 2 and purchasing Carbon offsets. We will then strive to capture actual measurements across Scope 1 and 2 and take action to set SBTi Net-Zero targets.

# future proof planning

## Improvement plans: sustainable procurement

### Review and Strengthen Supply Chain and Procurement Practices:

Conduct sustainability risk analysis on supply chain

Form mitigation plan from risk analysis

Create and/or update supplier contracts  
Strengthen supplier code of conduct policies and wording

Include social and environmental language, clauses and measurements into supplier code of conduct.

### Set Targets and Goals for Composition of Supply Chain and Suppliers w/in the Chain:

Encourage/require sustainable materials and packaging

Prioritize sourcing from eco-friendly suppliers

Initiate audit of all Tier 1 suppliers for their sustainability performance

Initiate training of all Tier 1 suppliers

Measure the following for Tier 1 Suppliers:

- Energy consumption & GHGs
- Renewable energy consumption
- Deforestation/reforestation
- Weight of plastic packaging in total
- Raw materials used
- Metal use
- Waste by type
- Waste recycled
- Waste sent to landfill
- Waste to energy recovery
- Other KPIs TBD

### Continuous Improvement:

Regularly monitor progress against targets

Adjust strategies based on feedback and results

Initiate training of all Tier 2 suppliers

Add Tier 2 Suppliers to audit process

Ensure capability to store, report, and repeat process of producing reports on the following for Tier 1 and 2 suppliers:

- Energy consumption & GHGs
- Renewable energy consumption
- Deforestation/reforestation
- Weight of plastic packaging in total
- Raw materials used
- Metal use
- Waste by type
- Waste recycled
- Waste sent to landfill
- Waste to energy recovery
- Other KPIs TBD

# future proof planning

## CSR program strategy: timeline & progress

	Q1 2024	Q2 2024	Q3 2024	Q4 2024	2025	2026
Began Partnering with Diverse Suppliers	Created Steering Committee	Align Current Strategy to UNSDGs	Engage with Internal & External Stakeholders to Prioritize Practice Areas	Convert to strategic Data Capture	Begin Tier 1 Supplier Training and Policy Adherence	Reaudit Tier 1 Suppliers
Began Partnering with Diverse Suppliers	Conducted CSR Program Kickoff	Complete ERP System Implementation	Produce and Publish Materiality Matrix	Set Goals & Targets	Compare and Disclose Measurements Against Targets and Goals	Conduct Tier 2 Supplier Audit
Created Gender Equality in the Workplace	Catalog Existing Efforts, policies, and procedures		Produce Gap Analysis	Develop Comprehensive CSR Strategy	Communicate Progress in Annual CSR Report	Engage with Internal & External Stakeholders to Reprioritize Practice Areas
Implemented Reusable Packaging & Recycling into our Programs		Sign SBTi Commitment Letter to set Targets for Net-Zero Standard	Begin Tactical CSR data Collection	Realign Goals and Targets with UNSDGs		Publish Updated Materiality Matrix
			Conduct Tier 1 Supplier Audit	Design Reporting Strategy		Achieve EcoVadis Silver Medal Status
			Assess CSR and Industry Alliances	Implement Reporting Strategy		
				Submit for Annual EcoVadis Business Sustainability Assessment		

# CREATIVE MERCHANDISING





# building your brand



## Providence

Putting the Providence brand front and center in the community!



## WarnerMedia

Highlighting Mental Health Awareness Month at WarnerMedia.



## Keck Graduate Institute

Students engage in personalizing their merch with a color-in journal from KGI.



# building your brand



## RA Yoga

Retail Merchandise brings the community together at a local yoga studio.



## XYPN

The remote-first team celebrates Earth Day together with a virtual planting party.



## UHY International

College Connect Program participants met and engaged with each other through a virtual breakfast.



# building your brand



## Pitney Bowes

Enticing top prospects with a fun box filled with snacks and swag with an invitation to a baseball game.



## Northgate

Giving a warm "Thank You!" at their Partner Appreciation Day with a custom belt buckle to accompany an afternoon of bull riding.



## WarnerMedia

Educating their teams across the nation about Dia de Los Muertos with a treats box and virtual agenda of activities.



# print on demand vs. bulk purchasing



## Decorate-On-Demand Programs

Decorate-on-demand (aka: made-to-order, print-on-demand) programs feature products that are decorated from blank stock and shipped to end users at time of order.

### PROS

- Extensive product offering for select decoration methods (Embroidery, Direct To Film, Direct To Garment)
- Limited risk (no inventory ownership)
- Reduced overhead costs (no storage & fulfillment costs)
- Standard production times (standard 3-5 business days)

### CONS

- No volume discounts
- Slightly higher per piece price
- Limited decoration methods (no silk screen)
- Limited color matching options (brand standards)
- Reduced rush availability



## Inventory Programs

Inventory programs feature products that are decorated and held in a warehouse for future order and fulfillment to end users.

### PROS

- Volume discounts & better pricing stability (best per piece price)
- Unlimited decoration methods
- Expanded color match options (brand standards)
- Decreased likelihood of stock issues (supply chain shortages)
- Fastest lead times (shipped within 1-2 business days)

### CONS

- Up front cash outlay to purchase goods
- Storage & fulfillment costs (3PL)
- Risk of inventory ownership (potential general ledger implications)
- Product demand risk (potential of obsolete, aged, or excess inventory)



# hard goods pricing model

- As a top distributor within the promotional products space, Rocket Science Branding enjoys preferred pricing with many of the top suppliers in our industry. An example of this special pricing we receive is below – and YOU are the benefactor! We always pass on any savings we receive to our customers.
- This 28oz single wall water bottle is a favorite because it has a wide mouth for ice cubes, a nice snap fit lid for a quick sip on the trail, and a handy carrying handle!
- Remember, decoration is always included in our quoted prices. Set up fees for the first order will apply, and usually are in the \$50-\$60 range per color of imprint. Repeat set up fees are free!
- Shipping: We can use your carrier account if preferred. Alternatively, we can invoice using our FedEx shipper number at published rates. Unless there is an event date, we'll always select the most cost-effective option.
- There are no costs for our creative ideation or account management services

## Example:

	96	300
Embroidery, 1 location	\$30.00	\$29.75
Embroidery, 2 locations	\$39.25	\$38.60
Digital print transfer	\$31.95	\$31.40



# apparel pricing model

- When it comes to apparel – everyone has their favorites! With creative embellishment, we can make even a classic item super special. Utilizing embroidery, heat seal, laser, tackle twill, direct to garment, custom labels and tags... we'll make sure everyone is wearing a branded garment that feels special and unique.
- Here are some examples of how embellishment and quantity can affect pricing based on this OGIO polo shown below.
- Remember, decoration is always included in our quoted prices. Set up fees for the first order will apply, and usually are in the \$50-\$60 range per color of imprint. Repeat set up fees are free!
- Shipping: We can use your carrier account if preferred. Alternatively, we can invoice using our FedEx shipper number at published rates. Unless there is an event date, we'll always select the most cost-effective option.
- There are no costs for our creative ideation or account management services

## Example:

	96	300
Embroidery, 1 location	\$30.00	\$29.75
Embroidery, 2 locations	\$39.25	\$38.60
Digital print transfer	\$31.95	\$31.40



# inventory pricing model

Prices will include decorated product/apparel + any ancillary charges like polybag, setup, freight, etc. It does not include any warehousing or per order fulfillment fees. All costs are averaged across each individual product to determine piece price.

## Example:

40 Oz LeGrand Recycled  
Tumbler

QTY: 100 ordered for stock

## Breakdown:

Tumbler w/ Decoration: \$15.12/each = \$1,512.00  
+ \$50.00 set up charge = \$50.00  
+ \$50.00 freight = \$50.00  
Total = \$1,612.00

**Price of product is \$16.12**



## Example 2:

Dri Duck Craftsman Ripstop  
Woven Short Sleeve Shirt

QTY: 100 ordered for stock

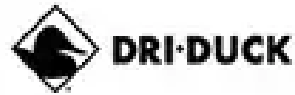
## Breakdown:

Shirt w/ Decoration: \$45.30/each = \$4,530.00  
+ \$.20/each polybag = \$20.00  
+ \$75.00 set up charge = \$75.00  
+ \$35.00 freight = \$35.00  
Total = \$4,660.00

**Price of product is \$46.60**



# access to the brands you love





# CAPABILITIES OVERVIEW



# purchasing branded product should be easy

With Rocket Science Branding, purchasing promotional products and cultivating **Brand Love** is easy.

We've built the first truly enterprise-level technology platform for promotional marketing. The Rocket Science Branding technology offering will unite buyers, maintain control of your brand, reduce costs, save time, and is the only solution available that will monitor and track 100% of orders placed online and offline.



# company stores

**ROCKET SCIENCE BRANDING**

Search

Office Plant Customer Wearables Drinkware Technology Lifestyle Eco

**Featured Products**

- Custom Branded Athletic Socks - \$10.00
- 1,200mAh Eco 3-in-1 Power Bank - \$13.32
- Dri Duck Craftsman Woven Short Sleeve - \$20.93
- 40 oz. LeGrande Recycled Tumbler - \$16.12

ROCKET SCIENCE BRANDING

Home > Products

Search Product

We found 34 items

Your Selections: **Wearables**

Price Categories Size Color Style

- 2x-large (22)
- 3x-large (22)
- large (22)
- medium (22)
- small (22)
- x-large (22)
- 4x-large (8)
- x-small (7)
- 5x-large (6)

Allmade Unisex Organic French Terrycloth Hoodie - \$42.07

OGIO Performance Pique Polo - \$30.00

Home > Products > 40 oz LeGrande Recycled Tumbler

### 40 oz LeGrande Recycled Tumbler

\$16.12

- Double wall vacuum insulated tumbler with lid, straw and silicone straw tip
- Tumbler made from 91% recycled stainless steel
- Handle, lid, and straw made from 100% recycled polypropylene
- Good for hot or cold beverages
- Lid is screw-on and double function, featuring a drinking spout or straw
- Lid also features a twist plate and top/inner silicone spill stopper to prevent liquids from spilling when using the drink spout
- Tumbler's narrow base is made to fit nearly any car cup holder
- Note: Elevation Clear ink is not recommended on white items
- Care: Do not use in the microwave or freezer; hand wash only
- 1% of proceeds of this item is donated to Water.org, a nonprofit organization that has transformed millions of lives around the world with access to safe water and sanitation.

Product Options

Color (required) Please select

Quantity: 1

Item Price: \$16.12  
Total: \$16.12

**ADD TO CART**

Add to Wishlist

### Checkout

Shipping Address Shipping Method Billing Address Billing Method Summary

**Billing method**

You have \$0.00 in your balance

Gift certificate:  **Apply**

Coupon code:  **Apply**

Credit Card  
 GL/Department Code

Enter your GL or Department Code to be invoiced on Net 30 terms

**Continue**

**Order Summary**

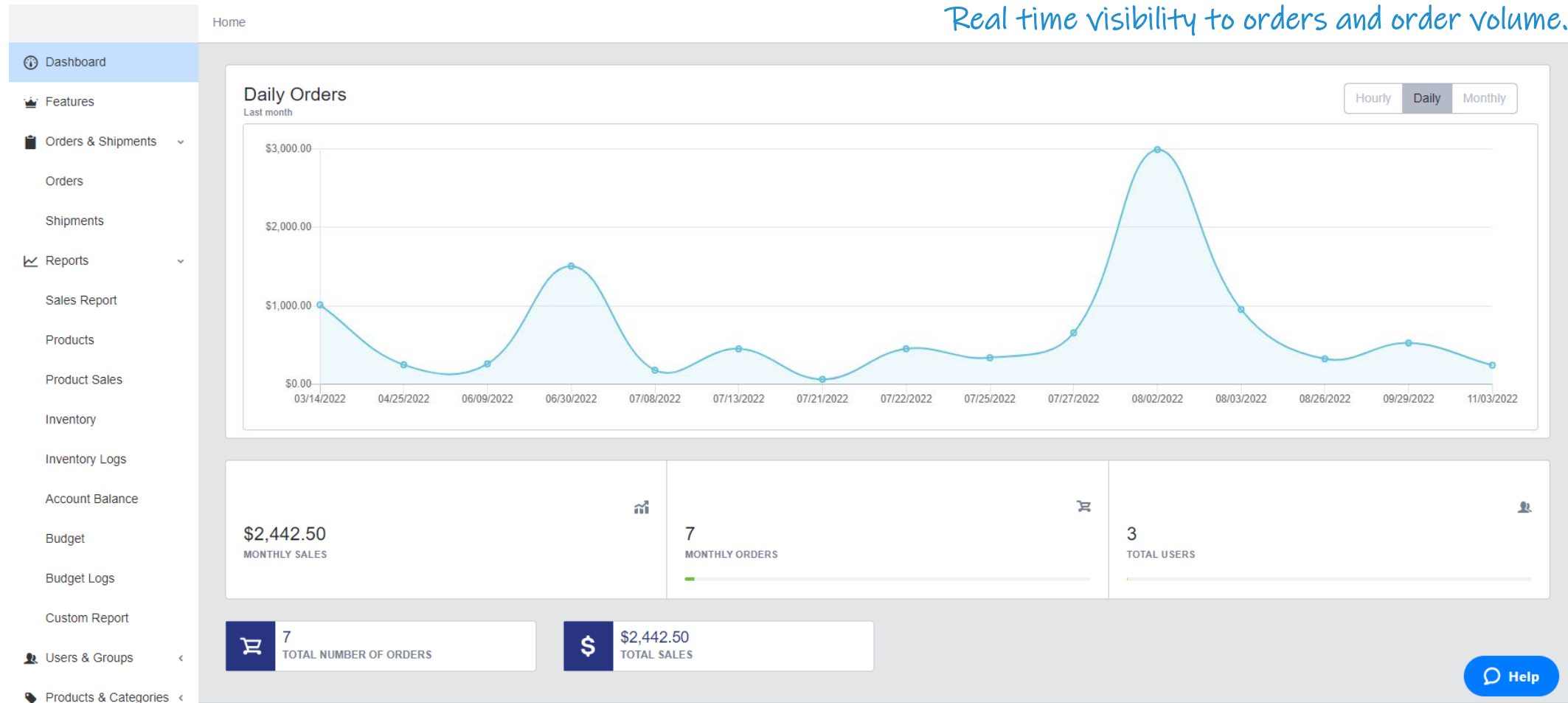
Subtotal (2 items)	\$29.44
Shipping	\$14.15
Total before tax	\$43.59
Sales tax	\$0.00
Grand Total	\$43.59

**Item Summary**

Ardent Mills 40 oz LeGrande Recycled Tumbler	\$16.12
1,200mAh Eco 3-in-1 Power Bank	\$13.32
Subtotal	\$29.44

# admin reporting dashboard

Real time visibility to orders and order volume.



\*For illustrative purposes only. May not be representative of platform required to meet client needs.



# inventory reporting

Real-time inventory reporting, including quantity on hand and price.

Home / Reports / Inventory Report

Inventory Report Filters Export Report

Show 10 entries Search: type to search

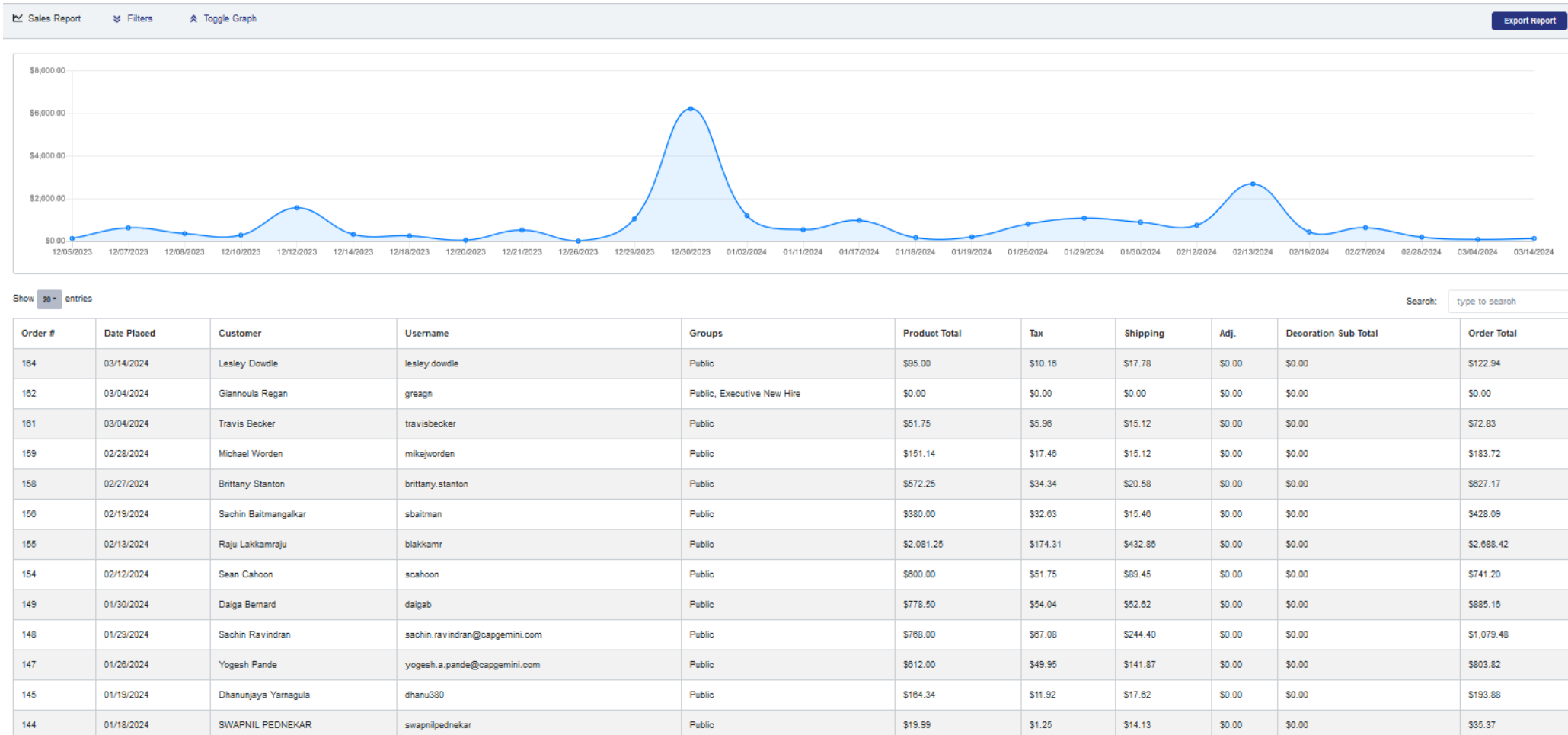
Item #	Internal ID	Product Name	Size	Color	Product Options	Starting	Adj.	Inventory Sold	On Hand	Trigger	Base Price	Inv. Value (Base Price)	MSRP	Inv. Value (MSRP)
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	X-Small	Azure Blue		18	0	0	18	5	\$12.80	\$230.40	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	Small	Azure Blue		39	0	0	39	5	\$12.80	\$499.20	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	Medium	Azure Blue		40	0	10	30	5	\$12.80	\$384.00	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	Large	Azure Blue		47	0	10	37	5	\$12.80	\$473.60	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	X-Large	Azure Blue		50	0	10	40	5	\$12.80	\$512.00	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	2x-Large	Azure Blue		22	0	0	22	5	\$12.80	\$281.60	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	3x-Large	Azure Blue		13	0	0	13	5	\$12.80	\$166.40	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	4x-Large	Azure Blue		8	0	0	8	5	\$12.80	\$102.40	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	X-Small	Rebel Blue		20	0	0	20	5	\$12.80	\$256.00	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	Small	Rebel Blue		27	0	3	24	5	\$12.80	\$307.20	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	Medium	Rebel Blue		38	0	3	35	5	\$12.80	\$448.00	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	Large	Rebel Blue		22	0	3	19	5	\$12.80	\$243.20	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	X-Large	Rebel Blue		38	0	2	36	5	\$12.80	\$460.80	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	2x-Large	Rebel Blue		12	0	1	11	5	\$12.80	\$140.80	N/A	N/A
CAP-4002	AL2004	Allmade Recycled Blend Tee - IN STOCK	3x-Large	Rebel Blue		8	0	0	8	5	\$12.80	\$102.40	N/A	N/A

Help

\*For illustrative purposes only. May not be representative of platform required to meet client needs.

# sales reporting

Real-time sales reports, including buyer data and order totals.



\*For illustrative purposes only. May not be representative of platform required to meet client needs.

# product reporting

Real-time product reports including sold by date range and price.

Product Sales Report Filters Export Report

Show 20 entries Search: type to search

Item #	Internal Id	Product Name	Size	Color	Product Options	Sold	Base Price Sub Total	Product Options Sub Total	Personalization Sub Total	Product Sales Total	Decoration Sub Total
CAP-DOD-1072-WALNUT(REALWOOD)	71184-WALNUT(REALWOOD)	Walnut Qi - Wireless Charging Pad - Made to Order		Walnut (Real Wood)		85	\$2,835.00	\$0.00	\$0.00	\$2,835.00	\$0.00
CAP-QS-1051		Urban 15" Computer Backpack - QUICK SHIP				3	\$32.97	\$0.00	\$0.00	\$32.97	\$0.00
CAP-QS-1078-BLACK	1417-BLACK	Tech Taco - QUICK SHIP!		Black		50	\$104.50	\$0.00	\$0.00	\$104.50	\$0.00
CAP-DOD-1019-NAVY-L	3125-NAVY-L	Storm Creek Women's Front Runner Vest - Made to Order	Large	Navy		5	\$450.00	\$0.00	\$0.00	\$450.00	\$0.00
CAP-DOD-1019-NAVY-M	3125-NAVY-M	Storm Creek Women's Front Runner Vest - Made to Order	Medium	Navy		2	\$180.00	\$0.00	\$0.00	\$180.00	\$0.00
CAP-DOD-1019-NAVY-S	3125-NAVY-S	Storm Creek Women's Front Runner Vest - Made to Order	Small	Navy		3	\$270.00	\$0.00	\$0.00	\$270.00	\$0.00
CAP-DOD-1019-NAVYJET-L	3125-NAVYJET-L	Storm Creek Women's Front Runner Vest - Made to Order	Large	Navy/Jet		1	\$95.00	\$0.00	\$0.00	\$95.00	\$0.00
CAP-DOD-1091-JET/BLACK-XL	3165-JET/BLACK-XL	Storm Creek Women's Front Runner Jacket - Made to Order	X-Large	Jet/Black		1	\$93.50	\$0.00	\$0.00	\$93.50	\$0.00
CAP-DOD-1089-NAVY-M	2340-NAVY-M	Storm Creek Men's Paosetter 1/4 Zip - Made to Order	Medium	Navy		1	\$51.75	\$0.00	\$0.00	\$51.75	\$0.00
CAP-DOD-2020-BLACK-2XL	3120-BLACK-2XL	Storm Creek Men's Front Runner Vest - Made to Order	2x-Large	Black		1	\$95.00	\$0.00	\$0.00	\$95.00	\$0.00
CAP-DOD-2020-BLACK-3XL	3120-BLACK-3XL	Storm Creek Men's Front Runner Vest - Made to Order	3x-Large	Black		1	\$95.00	\$0.00	\$0.00	\$95.00	\$0.00
CAP-DOD-2020-BLACK-L	3120-BLACK-L	Storm Creek Men's Front Runner Vest - Made to Order	Large	Black		12	\$1,090.00	\$0.00	\$0.00	\$1,090.00	\$0.00
CAP-DOD-2020-BLACK-M	3120-BLACK-M	Storm Creek Men's Front Runner Vest - Made to Order	Medium	Black		3	\$275.00	\$0.00	\$0.00	\$275.00	\$0.00
CAP-DOD-2020-BLACK-S	3120-BLACK-S	Storm Creek Men's Front Runner Vest - Made to Order	Small	Black		1	\$95.00	\$0.00	\$0.00	\$95.00	\$0.00
CAP-DOD-2020-BLACK-XL	3120-BLACK-XL	Storm Creek Men's Front Runner Vest - Made to Order	X-Large	Black		6	\$510.00	\$0.00	\$0.00	\$510.00	\$0.00
CAP-DOD-2020-NAVY-3XL	3120-NAVY-3XL	Storm Creek Men's Front Runner Vest - Made to Order	3x-Large	Navy		1	\$85.00	\$0.00	\$0.00	\$85.00	\$0.00
CAP-DOD-2020-NAVY-L	3120-NAVY-L	Storm Creek Men's Front Runner Vest - Made to Order	Large	Navy		11	\$935.00	\$0.00	\$0.00	\$935.00	\$0.00
CAP-DOD-2020-NAVY-M	3120-NAVY-M	Storm Creek Men's Front Runner Vest - Made to Order	Medium	Navy		6	\$510.00	\$0.00	\$0.00	\$510.00	\$0.00
CAP-DOD-2020-NAVY-XL	3120-NAVY-XL	Storm Creek Men's Front Runner Vest - Made to Order	X-Large	Navy		5	\$425.00	\$0.00	\$0.00	\$425.00	\$0.00
CAP-DOD-1028-JET/BLACK-M	3160-JET/BLACK-M	Storm Creek Men's Front Runner Jacket - Made to Order	Medium	Jet/Cobalt		2	\$240.00	\$0.00	\$0.00	\$240.00	\$0.00

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# custom admin reporting

Easy to use on-the-fly report builder giving you the data you need, when you need it.

Home / Reports / Custom Report

Custom Report Filters Column Headings Save / Load Report Template Export Report

Order Fields	Contact Fields	Address Fields	Line Item Fields
<ul style="list-style-type: none"> <li>Username</li> <li>Order Status</li> <li>Manual Adjustment Informa...</li> <li>In Hands Date</li> <li>Payment ID</li> <li>Payment Info</li> <li>Credit Card Spent</li> <li>ACH Spent</li> <li>Account Balance Spent</li> <li>CPM Spent</li> <li>Custom Data Collections Cost</li> <li>Custom Data Collection</li> <li>Coupons Used</li> <li>Coupons Savings</li> <li>Groups</li> <li>User ID</li> <li>Custom Store ID</li> <li>Store ID</li> </ul>	<ul style="list-style-type: none"> <li>Billing First Name</li> <li>Billing Last Name</li> <li>Billing E-Mail</li> <li>Billing Phone</li> <li>Shipping First Name</li> <li>Shipping Last Name</li> <li>Shipping E-Mail</li> <li>Shipping Phone</li> </ul>	<ul style="list-style-type: none"> <li>Billing Address</li> <li>Billing Company</li> <li>Billing Address 1</li> <li>Billing Address 2</li> <li>Billing City</li> <li>Billing State</li> <li>Billing Country</li> <li>Shipping Address</li> <li>Shipping Company</li> <li>Shipping Address 1</li> <li>Shipping Address 2</li> <li>Shipping City</li> <li>Shipping State</li> <li>Shipping Zip Code</li> <li>Shipping Country</li> </ul>	<ul style="list-style-type: none"> <li>Item #</li> <li>Internal ID</li> <li>Quantity</li> <li>Product Name</li> <li>Product Personalization</li> <li>Size</li> <li>Color</li> <li>Tax Code</li> <li>Product Options</li> <li>Unit Price</li> <li>Total Price</li> <li>MSRP</li> <li>Vendors</li> <li>Primary Category</li> <li>Split Items</li> <li>Decoration Total</li> <li>GC Details</li> <li>Logo</li> <li>Note</li> </ul>

Show 20 entries Search: type to search

Order #	Placed	Customer	Customer E-Mail	Product Total	Shipping Total	Tax Total	Adjustments	Order Total	Shipping Method	Ship Date	Tracking #	CPM Name	CPM Response	CDC: Project Code # (i
106	07/11/2023	Wanza Madrid	demo@boundlessnetwork.com	\$384.00	\$31.86	\$34.31	\$0.00	\$450.17	UPS Ground			Purchase Order	75621	75416
105	07/11/2023	Wanza Madrid	demo@boundlessnetwork.com	\$312.50	\$17.55	\$27.24	\$0.00	\$357.29	UPS Ground			Purchase Order	85631	87564
104	07/11/2023	Wanza Madrid	demo@boundlessnetwork.com	\$102.40	\$17.55	\$9.90	\$0.00	\$129.85	UPS Ground			Purchase Order	24568	8765
103	07/07/2023	Wanza	demo@boundlessnetwork.com	\$456.00	\$35.74	\$40.57	\$0.00	\$532.31	UPS Ground	07/10/2023	17AC92100321061594	Purchase	12345-21	1345

Help

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# PROCESS & IMPLEMENTATION



# the process

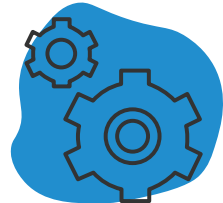


## Discovery

Needs Assessment  
User/Buyer Profiles  
Brand Standards

### We deliver:

- Solution Design
- Reporting & Analytics
- Account Team
- Launch Plan

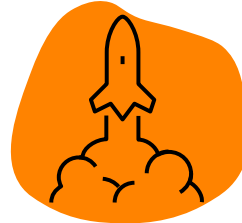


## Build

Program Design  
Implementation  
Integrations  
(SSO, Punch-out)

### We deliver:

- Product Spec Samples
- Educational Collateral
- Digital Mktg Collateral
- Technology Solution



## Launch

Awareness  
Education  
Engagement

### We deliver:

- Webinar/Online Training
- Surveys & Contests
- On-site Visits
- Content & Collateral
- Communication Plan

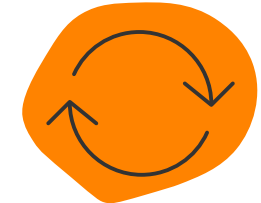


## Track

Success Metrics  
Goal Assessments  
Quarterly Reviews

### We deliver:

- Quarterly Business Review
- Calendar
- Reports Package



## Evolve

Account Management  
Refresh Merchandise  
Tech Updates

### We deliver:

- Idea Books & Lookbooks
- Product/Collections
- Trend Reports
- On-site Shows & Expos



# implementation timeline – high level

## I. Needs Assessment (weeks 1-4)

- Discovery (weeks 1-3)
- Merchandising Standards (Weeks 2-4)

## II. Solution Development (weeks 2-10)

- Program Design (weeks 2-3)
- Product Selection (weeks 2-4)
- Technology Implementation including punchout, SSO, etc. (weeks 2-9)
- Warehouse Preparation & Setup (weeks 4-9)
- Technology User Acceptance & Testing (weeks 4-10)

## III. Launch (weeks 4-12)

Marketing Communications Planning + Goal Setting (weeks 4-10)

Launch in phased approach (week 4-12)

Post-launch Review + Analysis (week 5-15)

## IV. Measure & Optimize (ongoing)

Review/Analysis (recurring post-launch of program) – The Rocket Science Branding and client teams will meet on a regular basis to review the program and key program metrics to ensure everything is working as expected.

Design/process tweaks and new product selection are some topics that are commonly discussed in these meetings.

# THE FINE PRINT



# standard program fees

**Product Price:** Our pricing model is fixed cost + applicable setup fees (see below). Applicable warehousing, freight and sales tax may apply. As per industry standard, 5% over/under runs may apply.

## Product Set Up Fees:

- Many of our manufacturing partners charge set up fees for each logo and imprint method to be printed on a product. These fees are on an order-by-order basis and vary depending on the product. Set up fees can range anywhere from \$40-\$250 but are most often in the \$50 range.

## Freight & Sales Tax:

- Standard freight charges and applicable sales tax will be included on each order processed. We can use your carrier account if preferred. Alternatively, we can invoice using our FedEx shipper number at published rates. Unless there is an event date, we'll always select the most cost-effective option.
- Our preferred freight carrier is FedEx. We have relationships with Fed Ex and DHL that can be utilized on an as needed basis.
- We use an integration with Avalara, the leading tax compliance software on the market, to calculate, report, and pay applicable sales tax to the appropriate tax jurisdictions, as required by law.

## Credit Card Processing Fees:

- In programs where credit cards are enabled as a payment method, a credit card processing fee of 3% may be charged for each order paid via credit card.

\*Fees may be subject to change after discovery needs assessment.



# standard program fees, cont.

Basic technology related fees as follows. Cost is subject to change dependent on chosen platform:

## Online Store Implementation Fee (one-time): \$3,500.00

Includes:

- template configuration
- graphic design
- product selection/load
- custom coding required for look/feel updates (if any)
- warehouse setup
- configuration for
  - user groups
  - payment gateway
  - freight
  - sales tax
- user acceptance testing
- technical support

## Annual Maintenance Fees (ongoing): \$3,500.00

Includes:

- account management
- technology licensing
- store hosting
- SSL certificates
- integrations:
  - payment gateway
  - warehouse
  - freight
  - sales tax
- site updates
- technical support

Should technology requirements change, or an SSO/ERP integration be required, additional fees may apply. All costs will be detailed in a formal Statement of Work (SOW) after the Discovery/Needs Assessment process is complete.

\*Fees may be subject to change after discovery needs assessment.

# standard program fees, cont.

Products in our programs are often decorated on demand in manufacturer minimum quantities and drop-shipped to the end user, taking away the need for tying up valuable resources by purchasing and storing inventory on every product.

When inventory of high-turn or custom-kitted products makes sense for your program, our online store technologies can accommodate with real-time inventory management and communication with our fulfillment partners for quick and easy order processing and shipment.

Should inventory be part of the overall solution, there may also be monthly fulfillment fees based on order volume. Our standard warehouse and fulfillment fees are included below. These fees may be re-negotiated on a semi-annual basis, based on current market demand.

## Standard Fulfillment Fees:

- Order Processing: \$4.75 per order + (\$.55 per item or \$2.75/case pick)
- Packaging: Cost + 15%
- Receiving: \$6.25/case or \$12.50/pallet or \$700.00/floor loaded shipping container – includes per piece count and quality verification
- Storage: \$3.50/pick bin or \$35/pallet
- Returns Processing: \$9.50/order
- Special Handling: \$55/man-hour
- Special packaging/gift wrapping/kitting: Quoted to the requirements of each project. Ranges from \$8-\$12.

\*Fees may be subject to change after discovery needs assessment.

# CASE STUDIES & REFERENCES



## BOSTON UNIVERSITY FUNDRAISER

Boston University was looking for a fun and unique giveaway for their annual Giving Day fundraiser which brings together BU Terriers from around the world – alumni, parents, students, faculty and staff, and friends – to give back and to celebrate what they care about at the University.

Our creative team put our heads together and designed these playful and useful socks featuring Rex the terrier – the beloved BU mascot.

*“They are super cute and love the design!”*  
- Stacy U, Director at College of Arts and Sciences







## KECK GRADUATE INSTITUTE

KGI trusted us as a partner who could guarantee that products, brand standards, voice, and identity were on point, cohesive, and in line with what their brand represents.

We consulted on every order to ensure every point was met resulting in a flawless program.

*"Andrea is a great creative branding advisor! She helped Keck create the most beautiful tote bags and water bottles for our TEDxKGI event. She's great at communication and responds to my requests quickly. Thank you again for such a great job!"*

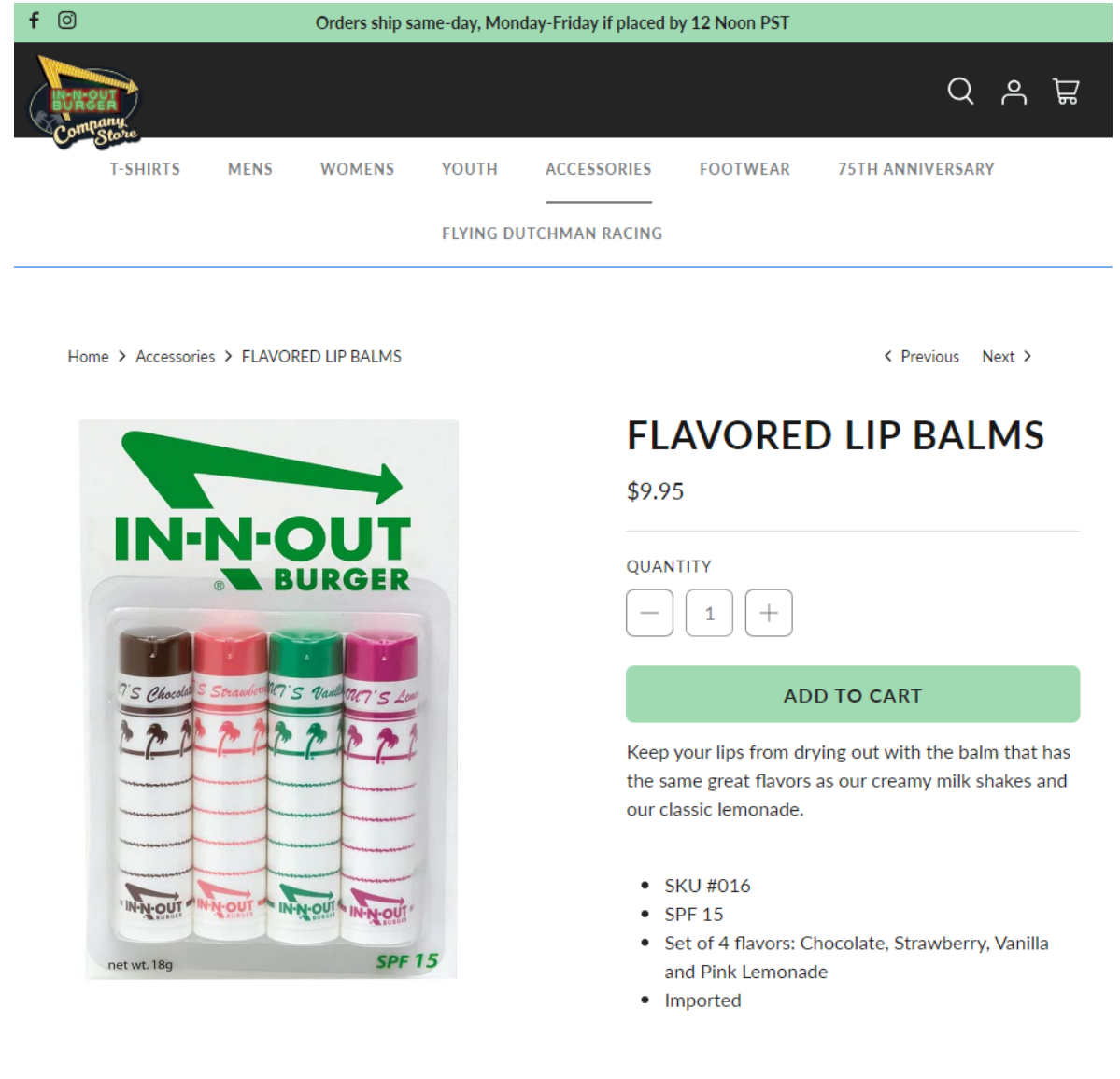
- Andrea M, Asst. Director, Student Affairs and Disability

# IN-N-OUT BURGER

Forever proud of their menu offerings, In-N-Out was looking for another way to extend that pride into their merchandise.

We took the delicious flavors of their signature Pink Lemonade and each flavored shake and turned them into fun flavored lip balms, complete with custom packaging and labels.

Not only are they a popular giveaway item, In-N-Out fans everywhere can purchase this product on the retail fan store.



The screenshot shows the In-N-Out Burger Company Store website. At the top, there is a green banner with the text "Orders ship same-day, Monday-Friday if placed by 12 Noon PST". Below this is the In-N-Out Burger logo and navigation icons for search, user profile, and cart. The main navigation menu includes T-SHIRTS, MENS, WOMENS, YOUTH, ACCESSORIES, FOOTWEAR, and 75TH ANNIVERSARY. A sub-menu for "FLYING DUTCHMAN RACING" is also visible.

The product page for "FLAVORED LIP BALMS" is displayed. The breadcrumb trail is "Home > Accessories > FLAVORED LIP BALMS". The product image shows a blister pack of four lip balms in different flavors: Chocolate, Strawberry, Vanilla, and Pink Lemonade. The packaging features the In-N-Out Burger logo and the text "net wt. 18g" and "SPF 15".

The product price is \$9.95. The quantity selector shows "1" in a box with minus and plus buttons. Below the quantity selector is a green "ADD TO CART" button.

The product description reads: "Keep your lips from drying out with the balm that has the same great flavors as our creamy milk shakes and our classic lemonade."

The product details list includes:

- SKU #016
- SPF 15
- Set of 4 flavors: Chocolate, Strawberry, Vanilla and Pink Lemonade
- Imported





## beyond product - tailored solutions for you

From unique packaging, to custom products, your dream is never too big.

We offer creative ideation services for highly customized products that go above and beyond just putting your logo on an item.

Our full-service agency can assist all buyer types with the products and services they need to achieve their initiatives.

## global procurement

Our global procurement partners are committed to four tenants when it comes to overseas sourcing: safety, compliance, quality, and on-time delivery. We follow strict manufacturing protocol and use independent third-party testing partners to ensure legal and regulatory compliance.

### Domestic & Overseas Manufacturing

- Global supply chain
- Direct import from overseas manufacturers
- 3000+ manufacturers & makers







## integrated marketing

We assist clients with extending the reach of their overall marketing efforts by incorporating branded merchandise in fun and creative ways across various marketing mediums.

We help design campaigns that take tangible, physical products featuring our client's brand into the real world to showcase them on social media as well as in print, direct mail, broadcast television, and more.

# you don't have to take our word for it...



**Lexie B.**

"We love Rocket Science Branding! We use them for all of our swag and have always have great experience, quality products, and excellence customer service. They have a range of prices and products to fit any budget and they can find anything you want to put your logo on. Highly recommend!"



**Jeannette S.**

"I head up marketing for a Bay Area based software company. I had a fantastic experience with Rocket Science. Their service is: friendly, fun, experienced, consultative, efficient and professional. I highly recommend using Rock Science for ANY AND ALL of your custom branding merchandise needs. We'll be back."



**Ariel C.**

"Amazing customer service, quick turnaround time and high-quality work! I have worked with other branding companies before, and they are not nearly as detailed oriented as Rocket Science branding. Andrea makes it super easy for me to get exactly what I need!"



**Marcy J.**

"I've worked with Andrea on numerous projects for multiple companies and she's always been wildly creative, extremely responsive and overall, a gem to work with. I highly recommend having a conversation with her about your business or upcoming projects and allowing her to brainstorm some options. I guarantee you that she'll think of something that was never on your radar and is absolutely brilliant."



**Sydney L.**

"Andrea is SPOT ON with recommendations for what's new and trending for branding items! From team apparel to eye catching trade show swag, she goes above and beyond to understand your company and consumers to know what will work. The entire team at Rocket Science is wonderful to work with, they have incredible customer service and will work with your budget and time frame and continually wow you. I cannot recommend them more for all your branding needs!"



**Brook N.**

"Working with Andrea at Rocket Science Branding was a delightful experience! She gave great suggestions, worked with our budget, and provided amazing feedback on the products we were looking at. The quality of the work will keep our nonprofit working with Andrea for years to come!"

# THANK YOU!

**ROCKET**  
**SCIENCE**  
B R A N D I N G

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