

# Altitude Graduation Ceremony

## Agenda

Opening: 5 minutes (Joe & Terra)

- Altitude impact

Graduation ceremony: 10 minutes

- FUN for everyone
- Surprise and delight – share the gift

Recognition: 10 minutes

- Top 5 Value Stars from each of the 5 channels: 10 minutes
  - Defined by Terra
  - NALT leaders announce theirs

Motivational speaker, Leland Melvin: 20 minutes

Closing – 5 minutes (Joe & Terra)

- Altitude in 2022 keeping climbing/summit the next mountain/reach for the stars/shoot for the moon

Speaker	Duration	Topic	Notes
Joe	5 mins	Opening Remarks	
Terra	10 mins	Graduation ceremony	
5 NALT leaders	10 mins	Recognition (Top 5 / for 5 channels)	
Leland Melvin	20 mins	Speaker	
Joe & Terra	5 mins	Closing	



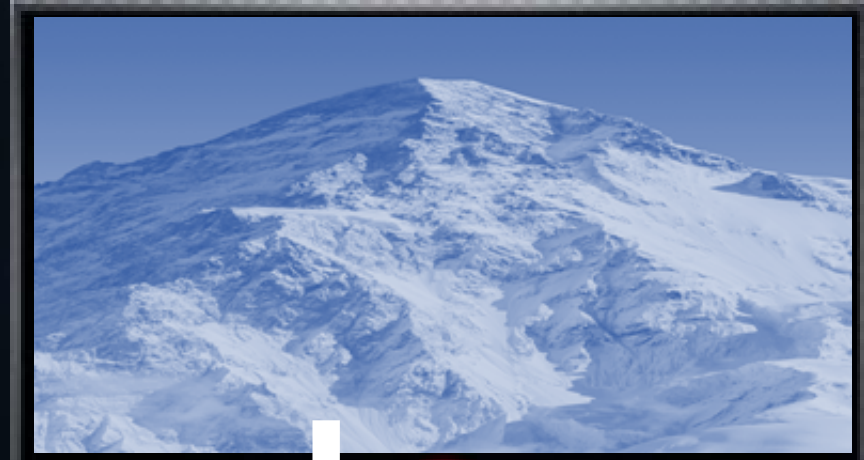
The stage is set

Roll out the rug



# Bring in the light box





# Set the large screen





# Cue the talent







We are on in





3







2







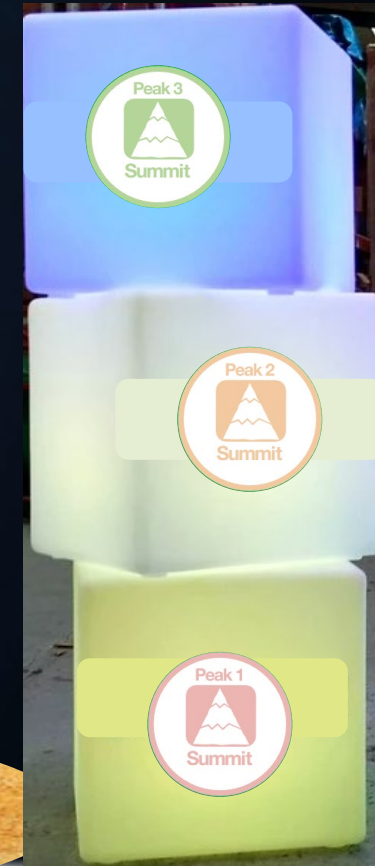
# Imapct





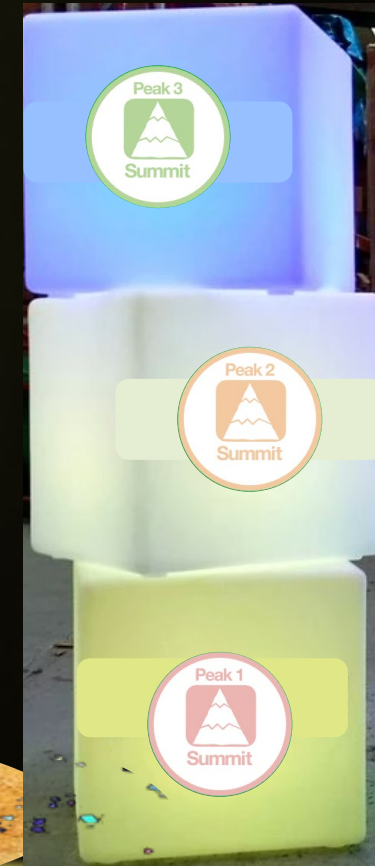


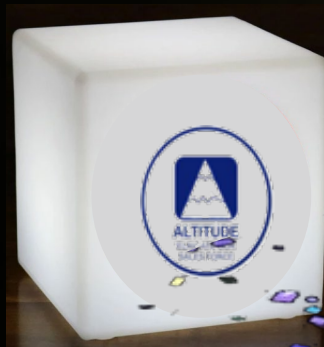
# Cue the confetti cannon & music



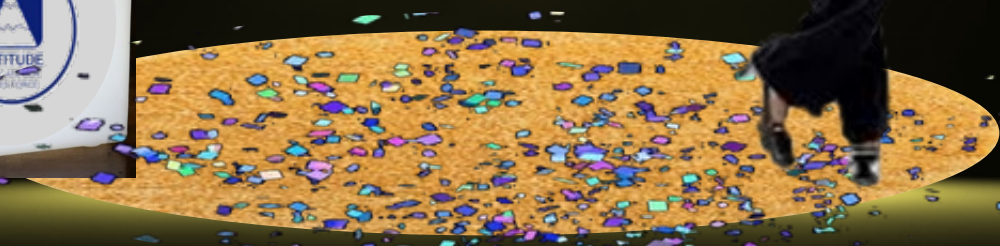


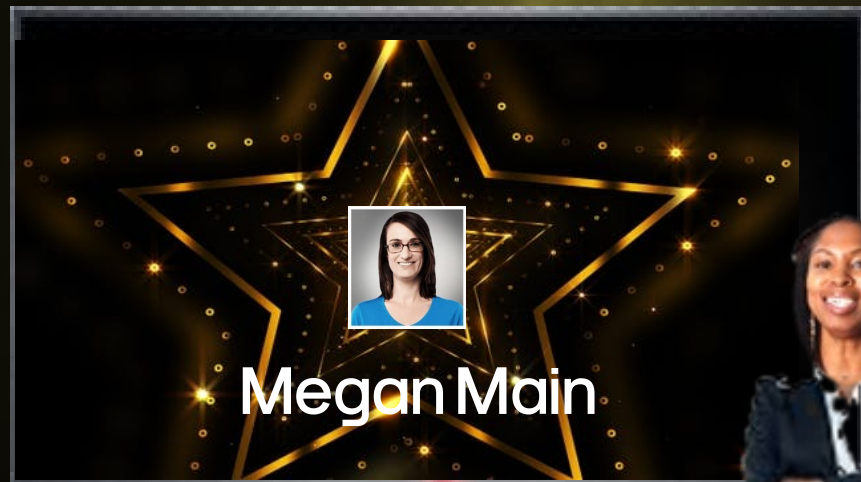








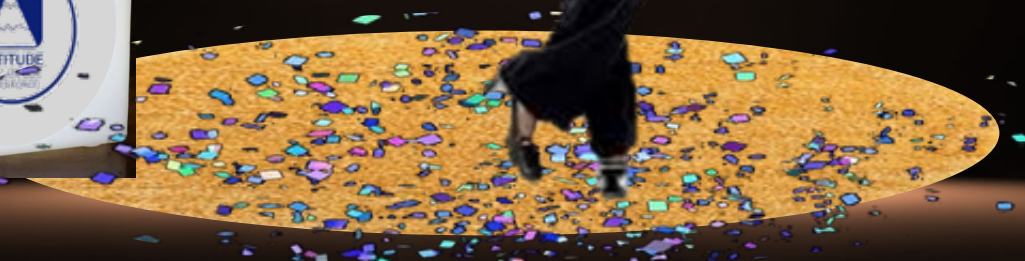




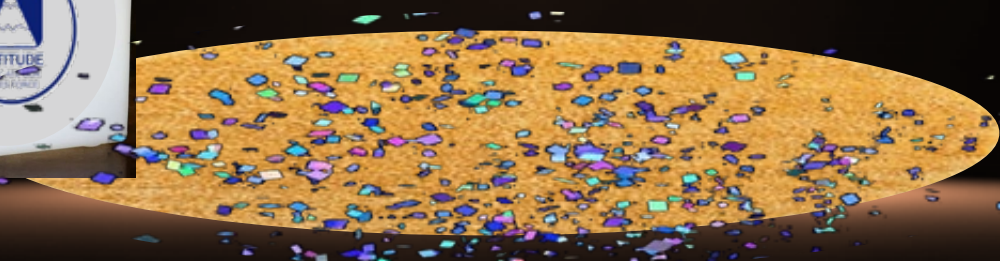
Megan Main



# Getting a message....







# What's next



# Props

Rug, light boxes, confetti cannon

Rug: [rugs.com](https://www.rugs.com)

- 7'x7' shag round rug, \$218



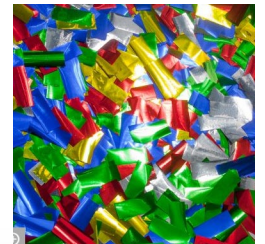
Light boxes: [pkgreen.com](https://www.pkgreen.com)

- Cube, 24"x24"
- Star, 15"x15"x4" or Teardrop: 32"



Confetti cannon:

- Various options: [superiorcelebrations.com](https://www.superiorcelebrations.com)
- Handheld, reusable, air compressed etc.



# Recognition program: Altitude Value Stars

## Program selection criteria

- Choose five value stars from each of the five channels to be recognized during the graduation Celebration
- The nominees will be selected from the Recognition Round Up process
- Value Star recipients must have been recognized for their understanding, use and/or application of Altitude skills. Examples may include:
  - Demonstrating their shift from the way they used to sell to the Altitude sales methodology
  - Using tools from the tool kit to better understand a customers needs
  - Had a financial win or contract success as a result of application of Altitude methodology

## 2022

- Three Value Stars will be recognized at the end of their Altitude cohort training
  - Selection process will be the same as the 2021 graduation and have same criteria



# Altitude graduation ceremony gift ideas

## Graduation gift options & recommendation

### Option 1: Choose your own Altitude item

#### Land's End Business Program

Provide each person with a digital eGift card to purchase Altitude logo'd items from the Land's End Business program

Customization: There is a one-time logo set up charge

Cost: Choose the amount based on budget

Timing: Could be set up immediately and tracked

### Option 2: Kitted Swag Box

#### Kitted Swag Box from 4Imprint

Swag box would vary based on pilot group vs. gen pop. Each box would include a custom note and various 'theme' related items.

Customization: Each logo item would have set up charge

Cost: Choose the amount based on budget

Timing: all gifts' sources are available and ready for shipping within 7 business days

### Option 3: Special something just for you

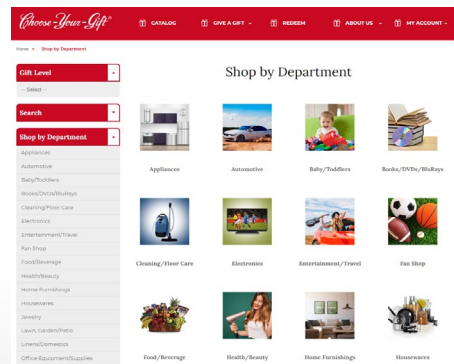
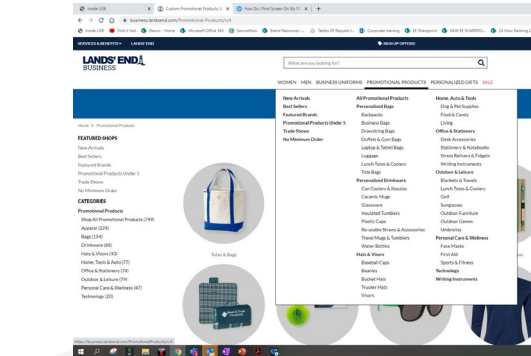
#### Gifting Program

Provide each person with a digital eGift card to purchase gift of their choice for catalog

Customization: not available

Cost: Choose the amount based on budget

Timing: Could be set up immediately and tracked





# Altitude Graduation gift recommendation

## Group recommendation

### Option 1: Choose your own Altitude item

#### Description:

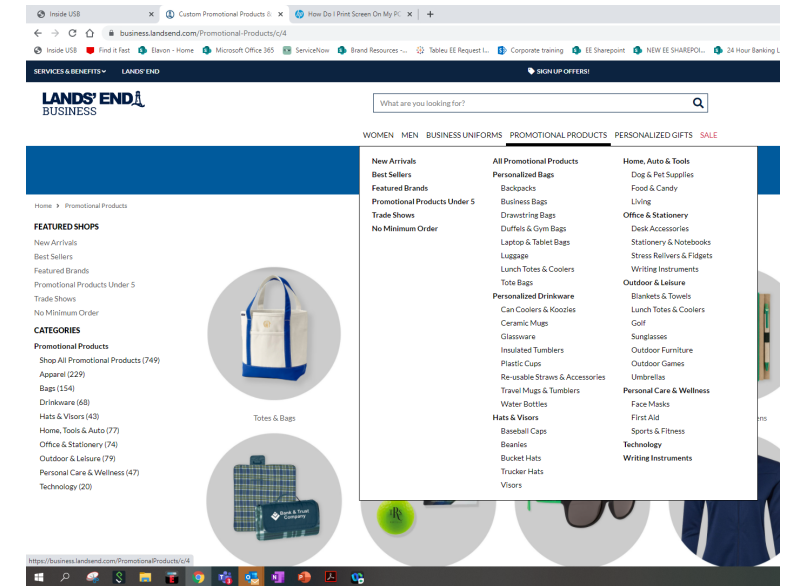
- Gift certificate program; generate a numbered certificate that is good for purchases at the Altitude Storefront in which they can purchase specific items Land's End Business site
- Allows each person to a gift they'll use
- Land's End will set up a storefront specific for Altitude, employees can choose the item and color of the Altitude logo on their item. If the item exceeds their gift certificate, the employee can choose to pay the difference.

#### Customization:

- There is a one-time logo set up charge for
  - Screen print items & embroidered items

#### Cost:

- Pilot group: 150 ppl
  - \$100/pp = \$15,000
  - \$125/pp = \$18,750
- Gen Pop: 1000/ppl
  - \$50/pp = 50,000
  - \$75/pp = \$75,000
  - \$100/pp = \$100,000
- Altitude Value Star: 5 ppl
  - Total value: \$325.00
  - Land's End \$250.00/ppl (in addition to graduation gift)
  - \$75 for glass altitude award





# Altitude Graduation swag box breakdown

## Swag Box

Theme: Climbing, reflection, travel, expedition  
Message: The view from the summit is extraordinary, but there are many more summits to see...keep climbing!

### Gen Pop



**Approx total: \$65,000**  
Gift (including tax): \$36.00/pp or \$40,000  
Logo box, kitting and shipping: \$25/pp of \$25,000  
Logo set up fees: \$250.00

Item	Quantity	Price per item	Total
Refillable Journal	1000	7.79	7,709
Pop up lantern	1000	6.49	6,490
Koozie Savannah vacuum sealed tumbler 18 oz.	1000	10.32	10,320
Seek wireless tracker	1000	11.59	11,590

### Pilot Group



**Approx total: \$13,000**  
Gift (including tax): \$57.00/pp or \$8,516  
Logo box kitting and shipping: \$25/pp of \$3,750  
Logo set up fees: \$0.00

Item	Quantity	Price per item	Total
Refillable Journal	150	7.79	7,709
Koozie Savannah vacuum sealed tumbler 18 oz.	150	10.32	10,320
Titan backpack cooler	150	34.95	34,900



# Swag Item details



# Koozie® Hydration Backpack 4imprint

## Description:

- backpack and hydration pack all in one, removable 1.5L water reservoir with a drinking tube, front bungee cord, adjustable straps and padded back
- Pack gear and clothing in the zippered main compartment and zippered front pocket.
- Dimensions: 14-1/8" x 15-3/4" x 7-7/8"

## Customization:

- Large logo area: 2" x 3.5"
- Price includes a one-color imprint (up to four colors)
- Set-up charge: add \$55.
- Imported, logo applied in USA.
- **Ready to ship in : 7 business days \***

## Cost:

- 150 Units: \$20.60/each or \$3,090.00
- 200 units: \$19.95/each or 3,990.00
- 1000 units: \$15.50/each or \$15,550.00





# Britton pop up lantern 4imprint

## Description:

- Pop-up lantern is perfect for use at home, on the road or hiking. Designed with three extra-bright white COB strips that provide 300 lumens of light.
- Slide up and down to turn on and adjust brightness to your needs.
- Dimensions: 5" x 3-1/2" closed; 7-1/4" x 3-1/2" open

## Customization:

- Large logo area: 1.125"H x 16.25" W
- Price includes a one-color imprint, three AA batteries
- Set-up charge: add \$40
- **Ready to ship in : 3 business days \***

## Cost:

- 150 Units: \$8.06/each for \$1,209.00
- 200 units: \$7.92/each for \$1,584.00
- 1000 units: \$6.49/each or \$6,490.00



# Koozie® Savannah Vacuum Tumbler - 18 oz. 4imprint

## Description:

- Koozie® tumbler is made from double-wall stainless steel. Features a vacuum-insulated interior for temperature retention. Designed to keep beverages hot or cold for hours.
- Includes a screw-on lid with a thumb slide opening.

## Customization:

- Large logo area: 2.5"H x 2.50" W
- Price includes a one-color imprint
- Set-up charge: add \$55
- **Ready to ship in : 3 business days \***

## Cost:

- 150 Units: \$13.57/each or \$2,035.00
- 200 units: \$13.36/each or \$2,672.00
- 1000 units: \$10.32/each or \$10,320.00





# Pedova Travel Wallet 4imprint

## Description:

- Keep your boarding pass and passport handy with a functional UltraHyde travel wallet with zipper closure.
- Exterior pocket and quick-access passport pockets, room for five credit, debit or gift cards plus a separate ID holder for convenient storage.
- Loose change is always accessible in the coin pocket, plus the pen loop allows you to keep a pen handy.
- The two large pockets allow plenty of room to store receipts or business cards
- Size: 9-1/4" x 5" x 1-1/4".

## Customization:

- Logo area: 5"H x 2 1/4"W
- Price includes debossed imprint on the front pocket of the wallet
- Set-up charge: \$65.00
- **Ready to ship in: one business day\***

## Cost:

- 150 Units: \$9.97/each or \$1600
- 200 units: \$9.82/each or \$2096
- 1,000 units: \$7.91/each or \$7,975





# Seek Wireless Tracker

## 4imprint

### Description:

- Attach the tracking device to your keys, luggage or purse and it will alert you when you are leaving important items behind.
- Follow instructions to download the Seek app and pair the tracker to your device using Bluetooth® technology.
- Using two-way technology, you'll be able to locate a Seek device from your phone or find your phone by triggering an alert from Seek.
- Size: 1-5/8" x 1-5/8" x 3/16".

### Customization:

- Large logo area: .5"H x 1.25" W
- Price includes one color imprint on front
- Set-up charge: \$45.00
- **Ready to ship in: 3 business days \***

### Cost:

- 150 Units: \$15.70/each or \$2,355.00
- 200 units: \$15.44/each or \$3,088.00
- 1,000 units: \$11.59/each or \$11,590.00



# Pedova Journal (refillable pages) 4imprint

## Description:

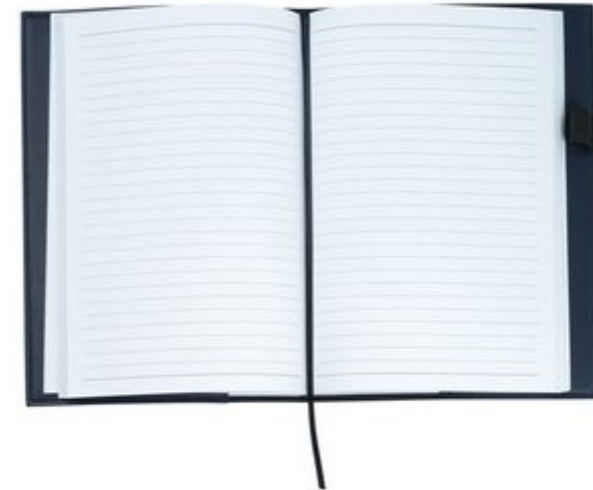
- Imprinted Italian UltraHyde cover journal.
- Filled with 80 sheets of white lined paper, paper can be added or removed from the journal, and refilled with similarly sized paper.
- Size: : 8-1/2" x 6" x 1/2".

## Customization:

- Large logo area: 5"H x 2.5" W
- Price includes a debossed imprint centered on the front cover
- Set-up charge: \$65.00
- **Ready to ship in: 3 business days \***

## Cost:

- 150 Units: \$8.09/each or \$1,213.00
- 200 units: \$7.79/each or \$3,088.00
- 1,000 units: \$6.69/each or \$6,755.00





# Artic Zone Titan Deep Freeze Backpack Cooler [4imprint](#)

## Description:

- Arctic Zone® Titan Deep Freeze® backpack holds ice and features SuperFoam® insulation with a Therma-Flect® radiant barrier to keep contents cold.
- Features an Ultra Safe® leak-resistant, easy clean lining.
- Size: 16-1/2" x 11" x 6-1/4"

## Customization:

- Large logo area: 4"H x 5" W
- Price includes one color imprint (up to 4 colors)
- Set-up charge: \$60.00
- **Ready to ship in: 3 business days \***

## Cost:

- 150 Units: \$37.92/each or \$5,688.00
- 200 units: \$37.56/each or \$7,512.00
- 1,000 units: \$34.95/each or \$34,995



# Pennant 5" x 12" - White - Full Color 4imprint

## Description:

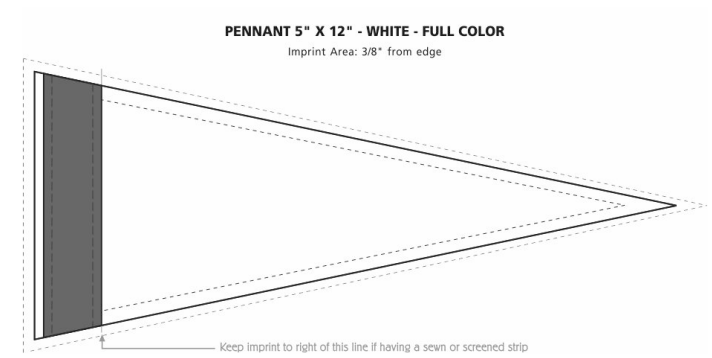
- Pennants are white with your choice of trim.
- Made of soft felt material.
- Size: 5" x 12"

## Customization:

- Large logo area: Total area of pennant
- Price includes one color imprint (up to 4 colors)
- Set-up charge: \$55.00
- **Ready to ship in: 3 business days \***

## Cost:

- 150 Units: \$3.73/each or \$614.00
- 200 units: \$3.08/each or \$671.00
- 1,000 units: \$.99/each or \$1,045.00





# Custom Magnet

## 4imprint

### Description:

- This flat, flexible 30-mil magnet draws attention to your brand.
- Magnet shape is completely customizable, allowing you 60 to 80 square inches of a completely unique design.
- Size: 60 to 80 square inches

### Customization:

- Logo area: entire magnet
- Price includes full color imprint
- Set-up charge: \$10.00
- **Ready to ship in: 5 business days \***

### Cost:

- 150 Units: \$3.77/each or \$565.00
- 200 units: \$3.15/each or \$640.00
- 1,000 units: \$2.19/each or \$2,220.00



# Heavy Duty Clip On Retractable Badge Holder - Square - Label 4imprint

## Description:

- Square-shaped badge holder is made from metal for durable, long-lasting use.
- Each badge holder features a 40" retractable cord and a plastic face.
- Designed with a metal "J" hook for badge attachment.
- Size: 4-5/8" x 1-5/8" x 7/16.

## Customization:

- Large logo area: 1"H x 1" W
- Price includes full color imprint on one side
- Set-up charge: \$0.00
- **Ready to ship in : 5 business days \***

## Cost:

- 150 Units: \$2.77/each or \$415.00
- 200 units: \$2.73/each or \$546.00
- 1,000 units: \$1.99/each or \$1,999





## Custom Mailing Box and tissue paper



# Gift Giving Platforms

## Choose Your Gift

### Description:

- Digital Gift Plan that allows employee to choose their own gift using a digital gift certificate
- 20 gift levels to choose from \$25 – \$5,000
- Thousands of brand name gifts
- E-gift certificates distribute by email or ISPS
- Elavon can manage the account with tracking and redemption reports

### Customization:

- No logo option

### Cost:

- Choose a gift price level based on budget for each group
- Includes delivery in the United States

