

PROMOTIONAL GIVEAWAYS AND MATERIALS MANUAL

Proposal for manufacturers, sponsors and partners

"Planting Hope, Harvesting Futures"

Luanda — Angola
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1. Introduction

This manual sets out a proposed range of giveaways and promotional materials for the project “Ariela Quibonga and the Mimosa Seed”. It has been designed to make it easier to present the initiative to manufacturers, sponsors and partners, ensuring a consistent visual identity and spaces defined in advance for displaying the supporting brands.

The giveaways may be produced individually or combined into kits for children, schools, participants, volunteers, partners and guests.

2. Identity and sponsorship principles

- The Project logo is the main identifying element on every item.
- Sponsoring brands will have dedicated spaces, defined before production begins.
- The sponsor’s display should highlight the partnership without detracting from the Project’s own identity.
- The final artwork for each item must be approved before bulk production.
- The dimensions and techniques indicated are production references and may be adjusted by the manufacturer once a sample has been approved.

3. Proposed range of giveaways

No.	Giveaway	Main use	Sponsor space
01	320 ml mug	Daily / institutional use	Back
02	T-shirt	Campaigns / activations	Sleeve
03	School backpack	Children’s kit / school	Front pocket
04	Cap	Campaigns / events	Side panel
05	500 ml reusable bottle	Hydration / environmental education	Back or base
06	A5 notebook	School use / note-taking	Back cover
07	Pencil case	School supplies	Side
08	Eco-friendly pencil	School giveaway	Barrel / end
09	Stickers	Promotion / personalisation	Sticker sheet
10	“My First Tree” kit	Planting experience	Packaging

Figure 1 gives an overall view of the full range of giveaways, showing how the logo is applied and the space reserved for sponsors on each item. It is an illustrative render, useful for presentations to manufacturers and partners; the final artwork for each item follows the criteria in section 2 and the technical data sheets in section 4.



Figure 1 — Illustrative mock-up of the giveaway range (conceptual render, subject to approval of the final artwork).

4. Technical data sheets

4.1 Ceramic mug — 320 ml

Material	White ceramic, gloss finish.
Dimensions	Approx. 9.5 cm high × 8 cm in diameter.
Printing	Wraparound / 360° sublimation printing.
Front	Main Project logo.
Back	Title “PROJECT SPONSORS”, grid for 4 to 6 brands and slogan.
Print area	Approx. 20 × 8.5 cm.

4.2 T-shirt

Material	100% combed cotton, 30/1 yarn, or organic cotton.
Suggested colour	Pastel yellow / cream.
Front	Logo centred on the chest.
Technique	2-colour screen printing or direct-to-film (DTF) transfer.
Artwork	Up to 20 × 15 cm.
Sponsors	Right/left sleeve; maximum area of 6 × 6 cm, depending on the layout.

4.3 Children's school backpack

Material	Reinforced 600D nylon with a washable eco-friendly canvas finish; brown details.
Dimensions	38 × 28 × 12 cm.
Structure	Main compartment, front pocket and two mesh side pockets.
Straps	Padded and adjustable.
Logo	Centre of the upper/front section; up to 12 cm wide.
Sponsors	Lower front pocket; 18 × 8 cm area for up to 6 brands.

4.4 Cap — curved-peak trucker style

Material	Cotton twill, or a combination of twill and mesh.
Suggested colour	Beige with green/brown details.
Fastening	Adjustable plastic snap closure.
Logo	Centre of the front panel; up to 8 × 5 cm.
Technique	High-definition embroidery or embroidered patch.
Sponsor	Side panel; up to 4 × 2.5 cm.

4.5 Reusable bottle — 500 ml

Material	Aluminium.
Suggested colour	White or silver, with a green cap.
Personalisation	Pad printing or sublimation.
Front	Main logo.
Sponsors	Back or base, in a dedicated area.

4.6 A5 notebook

Format	A5.
Cover	Hard cover, in recycled kraft paper of approximately 300 gsm.
Front	Main logo.
Sponsors	Foot of the back cover or a dedicated grid.

4.7 Eco-friendly pencil

Material	Wood.
Personalisation	Laser engraving or single-colour pad printing.
Suggested text	"Projecto Ariela Quibonga"
Sponsor	End of the pencil, where technically feasible.

4.8 Pencil case

Purpose	Organising school supplies.
Personalisation	Project logo and graphic elements.
Technique	Screen printing, DTF transfer or embroidery, depending on the material.
Sponsor	Reserved side area.

4.9 Stickers

Format	Individual or on a sticker sheet.
Content	Logo, mascot elements, seeds, trees and educational messages.
Use	Notebooks, bottles, backpacks, pencil cases and activations.
Sponsor	Small spaces on the sheet, without compromising the legibility of the brand.

4.10 “My First Tree” kit

Contents	Seed(s), planting substrate/growing medium and a simple planting guide.
Packaging	Paper or cardboard bag or box.
Identity	Logo, Project name and educational message.
Sponsor	Dedicated area on the packaging.

5. Sponsor display model

A simple visibility hierarchy is proposed, to be adjusted according to the contribution made and the type of partnership. The tiers below are a reference framework and do not, in themselves, constitute a price list.

Tier	Visibility	Application examples	Remarks
Principal Sponsor	Greatest prominence available	Backpack, T-shirt, kit, campaign materials	One or a few brands, depending on the project.
Partner Sponsor	Intermediate prominence	Mug, notebook, bottle, backpack	Several brands are possible.
Supporter	Complementary visibility	Stickers, pencils, event materials	Reduced format.

6. Proposed kits

Kit	Suggested contents	Recipients
Seed Guardian Kit	Backpack + T-shirt + notebook + pencil + stickers + “My First Tree” kit	Participating children
School Kit	Backpack + notebook + pencil case + pencil + bottle	Pupils / schools
Activation Kit	T-shirt + cap + bottle + stickers	Volunteers / team / events
Partner Kit	Mug + notebook + bottle + stickers	Sponsors / guests

7. Production requirements

- Ask the manufacturer for a quotation per item and per quantity.
- Specify the minimum production quantity and the delivery lead time.
- Confirm the recommended personalisation technique.
- Produce a sample/proof before full-scale production.
- Collect sponsors' logos in vector format wherever possible.
- Validate the final artwork of the Project and the sponsors before production.

8. Next steps

1. Select the items and their respective quantities.
2. Define the partners/sponsors and the brand spaces.
3. Collect the logos and identity elements.
4. Prepare the final artwork.
5. Request and compare quotations.
6. Produce samples.
7. Approve production and proceed.

Official Project website: www.sementemimosa.it.ao

ARIELA QUIBONGA AND THE MIMOSA SEED

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