

# The **Cooler** Beach Towel Promotions **EVER!**



Our favorite creative beach towel presentations that you can use, too!

## Can you 'wait' for your towel?

Attendees at a corporate event were 'served' ribboned beach towels by the wait staff as they sat down for dinner. Diners were very excited to see that they were about to receive a very coveted gift.

**Takeaway:** Amplify your brand with a stand-out presentation that can't be ignored. Certainly no one forgot how they received their towel that night.

## A world of hashtags

Freshmen at orientation were given beach towels with instructions to tweet photos of themselves, with their towel, in their travels. Photos on Twitter popped up at a Mets game in New York, sunken ships in Aruba, the arch in St. Louis, and the pyramids in Egypt - just to name a few.

**Takeaway:** Create a buzz! Print a hashtag on your towel and invite recipients to Tweet their fun photos.



## What is your 'Towel Team'?

For an association's seaside conference, organizers wanted to encourage attendees to share ideas over dinner with people from outside of their organization.

Included with room gifts were dinner invitations for the first evening in different colors. The invitation read: "At dinner tonight, please sit at a towel color that matches your invitation color. After that, the towel is yours."

The beach towels were presented as shown (left). Attendees were wowed by the bright colorful arrangement and also got to interact with many new people.

**Takeaway:** Beach Towels are fun and can help with your team-building efforts.

