

evolve

Summit



SPRING + SUMMER 2022



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CHECK IT OUT!

When you see this symbol, click to find out more about what Summit has to offer.



00 INTRODUCTION



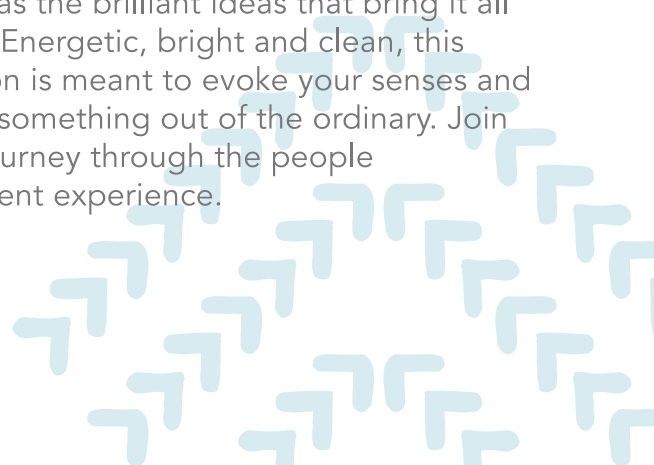
We drive growth and results through recognition & incentive programs, creative marketing services, and branded merchandise solutions.

THE BEGINNING OF SOMETHING GREAT

Welcome to the Spring + Summer edition of Evoke, by Summit. As experts in the area of people engagement, we help you highlight the star power of your people.

In this issue, read about how companies are recognizing their top sales team members, how organizations are engaging with the people who matter to them, read up on the latest trends, and explore a collection of new merchandise that makes people feel appreciated.

Summit has the brilliant ideas that bring it all together. Energetic, bright and clean, this publication is meant to evoke your senses and offer you something out of the ordinary. Join us on a journey through the people engagement experience.



01 APPRECIATION

Now more than ever, sending a gift tailored to the specific needs of your people is a great way to say "you belong here."

ADD A LITTLE SPICE TO SHOW APPRECIATION

A scholarship foundation went the extra mile and not only sent gift boxes to their scholarship awardees, but made sure the gifts included were practical and useful to the recipients' educational endeavors.

Each year, the National Restaurant Association Educational Foundation (NRAEF) awards \$1 million in scholarships to their community of undergraduate students studying in fields related to the restaurant, hospitality, and foodservice industries. In 2021, the NRAEF turned to Summit to help turn up the heat on the celebration by gifting a kit filled with branded merch to the scholarship recipients.

Using a bold yellow — "because the future of our industry is bright because of you" — on a black background, the contrast of the kit's design surely stands out.

The fresh batch of kits included only the finest ingredients: a ring light for virtual classes and interviews, a Moleskine notebook to take notes



“ I AM VERY GRATEFUL TO BE A NRAEF SCHOLAR.”

-NRAEF Scholarship Recipient



and write down brilliant ideas, a packable tote bag to carry the audacity to be so excellent (or groceries), a baseball cap, and the quintessential reusable mask and sanitizer for in-person interactions. The gifts arrived just in time for the 2021 holidays to cheers and toasts on social media.

“TODAY I RECEIVED THIS GENEROUS SWAG BOX ON BEHALF OF THE SCHOLARSHIP AND ENGAGEMENT TEAM. I FEEL HONORED AND LOOK FORWARD TO DOING MY PART TO ADVANCING OUR INDUSTRY.”

-NRAEF Scholarship Recipient





In addition to the scholarships, which range from \$2,500 to \$10,000 per award, the recipients also received a one-year membership to the Women’s Foodservice Forum to help further their career goals. Now entering its 35th year, the NRAEF has given over \$23 million in scholarships to date — now that’s a chunk of cheddar!

“USING THE #ZOOMLIGHT FROM THE #NRAEF WELCOME PACKET... SO PROUD TO HAVE BEEN SELECTED.”

-NRAEF Scholarship Recipient

“I AM EXTREMELY THANKFUL FOR BEING A RECIPIENT OF THE NRAEF SCHOLARSHIP. THIS JUST GOES TO SHOW THAT HARD WORK PAYS OFF AND I CAN KEEP STRIVING FOR MY BACHELOR’S DEGREE. EVERYTHING I DO IS FOR A BETTER FUTURE FOR MY DAUGHTER... LOOK AT THE AWESOME GIFTS WE RECEIVED IN THE MAIL TODAY!”

-NRAEF Scholarship Recipient

Show appreciation through the gift of recognition. Contact Summit to start your project.

Contact Us!





H2go Essen Insulated Food Container

Grab a snack and hit the road! Bring this insulated food container along for the adventures ahead.



Out of the Woods® Iconic Shopper

Featuring Supernatural Paper™, it's the sustainable and washable paper bag you can truly use again. The everyday vegan bags are perfect for your everyday errands.

Portable Pop-up Cornhole Set

Just because you want to pack light doesn't mean you have to leave the fun at home — bring it anywhere with this set!



Pocket Picnic Blanket

We love this full-color, custom pocket picnic blanket for Summer '22.

PRACTICAL & THOUGHTFUL

02 KITTING



Today and always, Summit is ready to bring your ideas to life and share them worldwide.

ONBOARDING KITS TO WELCOME NEW EMPLOYEES

Our centrally located fulfillment center equips you with the resources required to take on outreach campaigns, with attentive kitting and assembly, the space to hold inventory, and experience with the logistics required to efficiently move shipments throughout the U.S. and around the world.

A family-owned real estate business with a 50-plus year track-record, Dweck Properties brought their multifamily property management team in-house — galvanizing 280 employees with a fresh and very human new brand, and a unique corporate culture.

To ensure each new Dweckster was warmly welcomed and introduced to the company's values in a personal and imaginative way, a curated onboarding gift kit was envisioned.

Using Dweck's fresh brand messaging, illustrations, and color palette, Summit dialed up

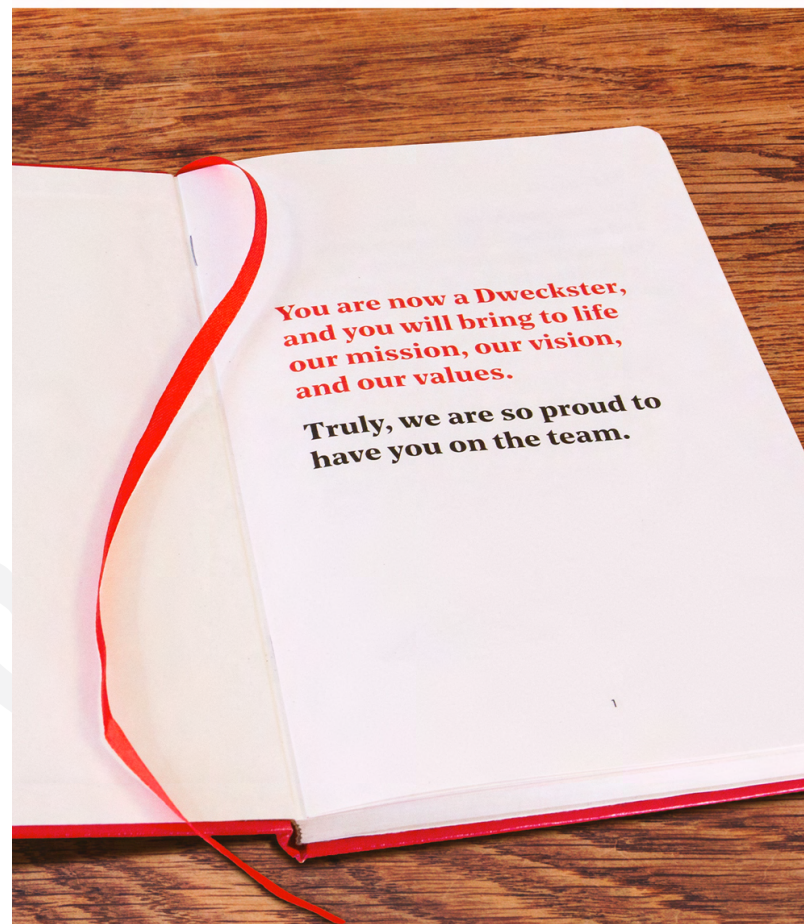


their creativity to bring this new brand to life in a truly meaningful way.

The employee onboarding kit included a custom journal incorporating the company's mission and vision; honey harvested by Best Bees, whose hives can be found in the CEO's backyard; as well as an invitation via QR code to visit a custom online shop where employees selected a Dweck brand name jacket (a nod to a top brand that exemplified their core values) — all packaged in a spectacular custom-designed keepsake box.

These kits, drop-shipped to employees on their first day, captured the spirit of Dweck's close-knit culture with the excitement and energy of their new brand.

Dweck Properties owns and manages over 7,200 apartment homes and complementary retail space in the Washington, D.C., metro region.



Kits are a great way to onboard new employees or promote a new look for your company.

Build Your Kit!



WHAT MAKES A GOOD KIT?

Make a great kit with your audience at the top of your mind. Onboarding essentials are the warmest welcome. Create excitement with unique office supplies as well as some branded gear for your people to show their loyalty. Check out our picks for inspiration to elevate the experience in your next kit.



Custom-designed Smartbox

The Smartbox engages before it's even opened. Scan your phone over the electronic chip to open a world of possibilities for your audience.

Stojo Pocket 12oz Cup

While you snack, you'll need to whet your whistle with this easily stackable and simply packable drinkware by Stojo.



Mophie® Power Boost 10,000 mAh Power Bank

On the go, you may need a boost — thanks to Mophie™ for this 10K mAh mobile charger.



Poly/Cotton Mesh-Back Cap

Modern lines on a traditional cap make for an on-trend piece for your team this season. Great colorways available to suit.



WHAT MAKES A GOOD KIT?

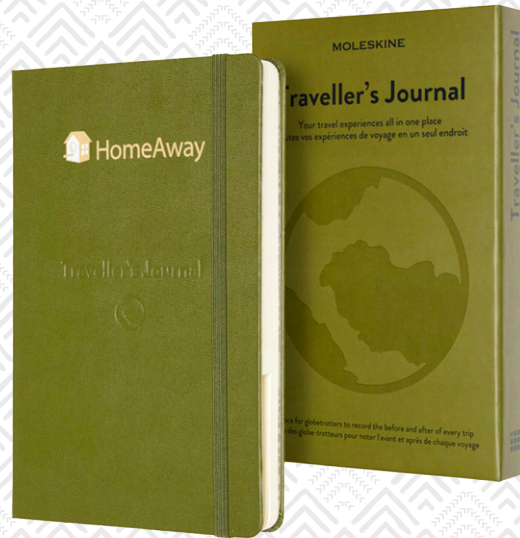


ClearPad Reusable Memo Pad

The unique acrylic pad lets you make quick notes or display a fun message with chalk markers. Wipe, reuse, and elevate your office space.

Moleskine® Passion Journal - Travel

Whether it's a short day trip to the next town over or a two-week excursion to the other side of the globe, you'll never forget a moment when you record your plans and adventures in this travel journal.



Volunteer Knitwear™ All-American Tee

Comfort and style go hand-in-hand with this USA-made, All-American Tee.

03 PARTNERSHIP



SUMMIT'S PARTNERSHIP WITH LIFE IS GOOD®

At Summit, we want you to Live Your Brand. We are excited about our exclusive partnership with Life is Good® because their brand is on a mission to spread the power of optimism, and they live it well.

In 1994, brothers Bert and John Jacobs designed and created a T-shirt that would ignite a global movement. The brothers' mission, to spread the power of optimism, relied on a simple phrase: Life Is Good. That message has reverberated throughout the world and is still going strong nearly 30 years later, with more than just T-shirts.

Summit is proud of our dedicated partnership with Life Is Good, and with our foresight into where the mindset is within society, we wanted to bring this brand to the corporate market. When you wear the Life is Good brand, it's not about the product — it's about the experience and the emotion it evokes. In other words, it's about how you feel. By serving our engaged community, our valued team is enabled and empowered to live their lives more richly, build stronger brands, and create a better world.

Spreading optimism isn't about ignoring negativity — it's about focusing on the good things in life while embracing and working through challenges. It's not just a saying, it's a mentality: amplify the good and transform your mindset.



KIDS FOUNDATION

In 2010, the company launched the Life is Good Kids Foundation, which provides ten percent of the company's net profit to children in need. The impact upon the families who receive support from the foundation is tremendous, and what better way to show just how powerful optimism can be than by caring for others. No matter the curveballs that life throws, there is always a way to build a better world.

Contact your Summit Client Success Executive to include Life Is Good products and branding in your next project.



04 INCENTIVES

MANUFACTURING COMPANY SOWS SWEETNESS, REAPS REWARDS

Whether you are looking for a structured program to incentivize your audience, Summit can help. We work with you to create the program that best fits your needs and engages your people in a rewarding way.

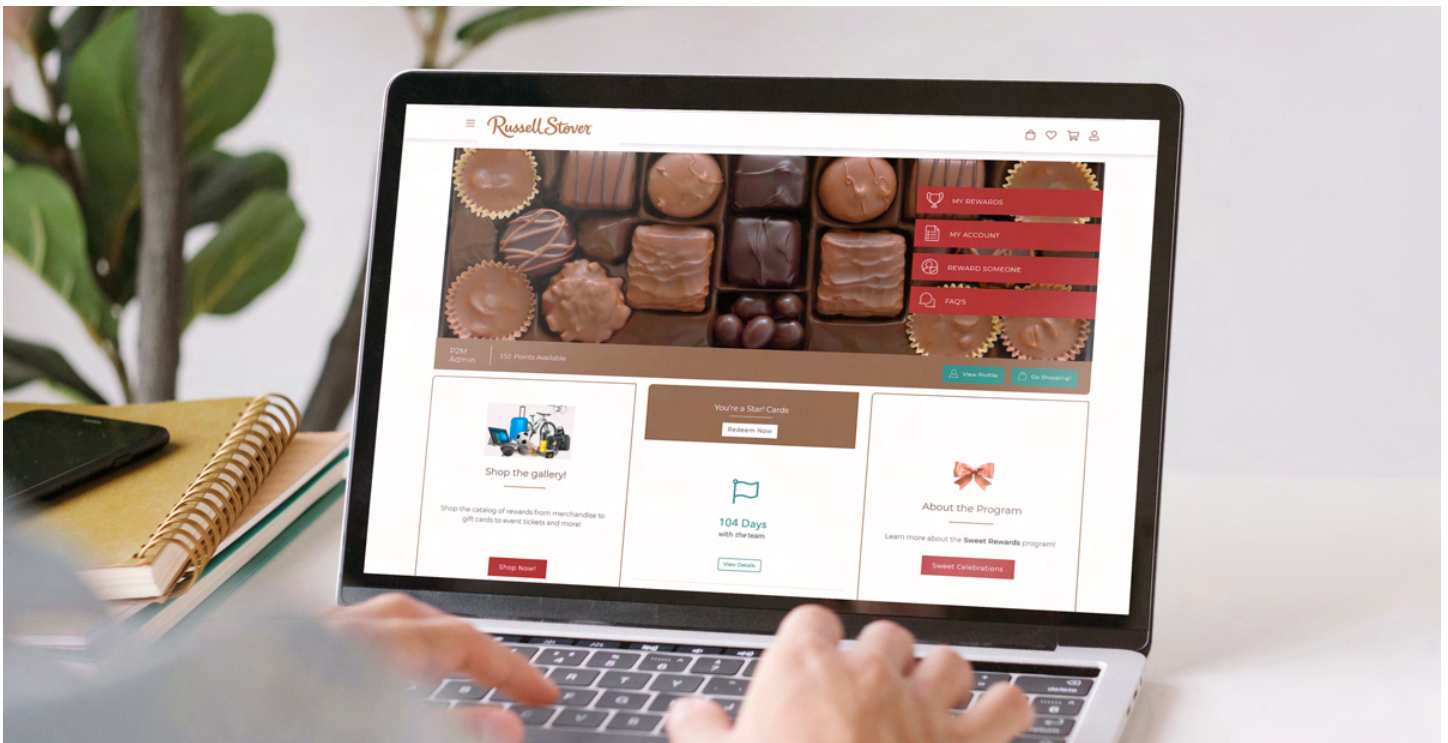
When Russell Stover approached Summit to create a robust employee engagement experience, we were more excited than a kid in a candy shop. The famed chocolatier wanted to focus on recruitment, recognition, and retention. We created Sweet Rewards, a program to engage employees and recognize them for their valued years of service. The brand's theme was incorporated into all communications and messaging, especially on the custom rewards platform where employees receive points after they reach specific anniversary levels outlined in the program.

Within five months of the program's start date, participating employees enthusiastically celebrated service anniversaries and redeemed items from the online catalog that has more options of brand-name rewards than the most tantalizing box of chocolates. The program was so popular at Russell Stover that employees expressed interest in looking for more opportunities to earn points.



Russell Stover employees are able to redeem their points through the rewards platform, with hundreds of exciting brand-name items to choose from. All of this is possible through Summit's Sierra platform, which enables organizations to drive performance with greater insight and results, strengthening brand and culture.

The program's second phase launched a referral program so employees can earn additional points and the company can select from a pool of highly qualified candidates. Never bitter and always sweet, Summit's solutions can't be beat!



Our recognition and incentive technology, Sierra, is built to engage, recognize, and reward your employees, channel partners, and customers with agile platform features and a world-class rewards catalog. Sierra enables you to drive performance with greater insight and results, strengthening your brand and culture.

Motivate sales teams and channel partners.
Create a powerful performance-based culture of recognition.
Attract and retain top talent while building long-term loyalty.



Employee Rewards
and Recognition
Programs



Years of Service
Programs



Sales Incentive
Programs



Channel Incentives



Customer Loyalty
and Rewards
Programs



Donor
Engagement and
Rewards Programs

05 RECOGNITION

INCENTIVIZING AND RECOGNIZING PERFORMANCE

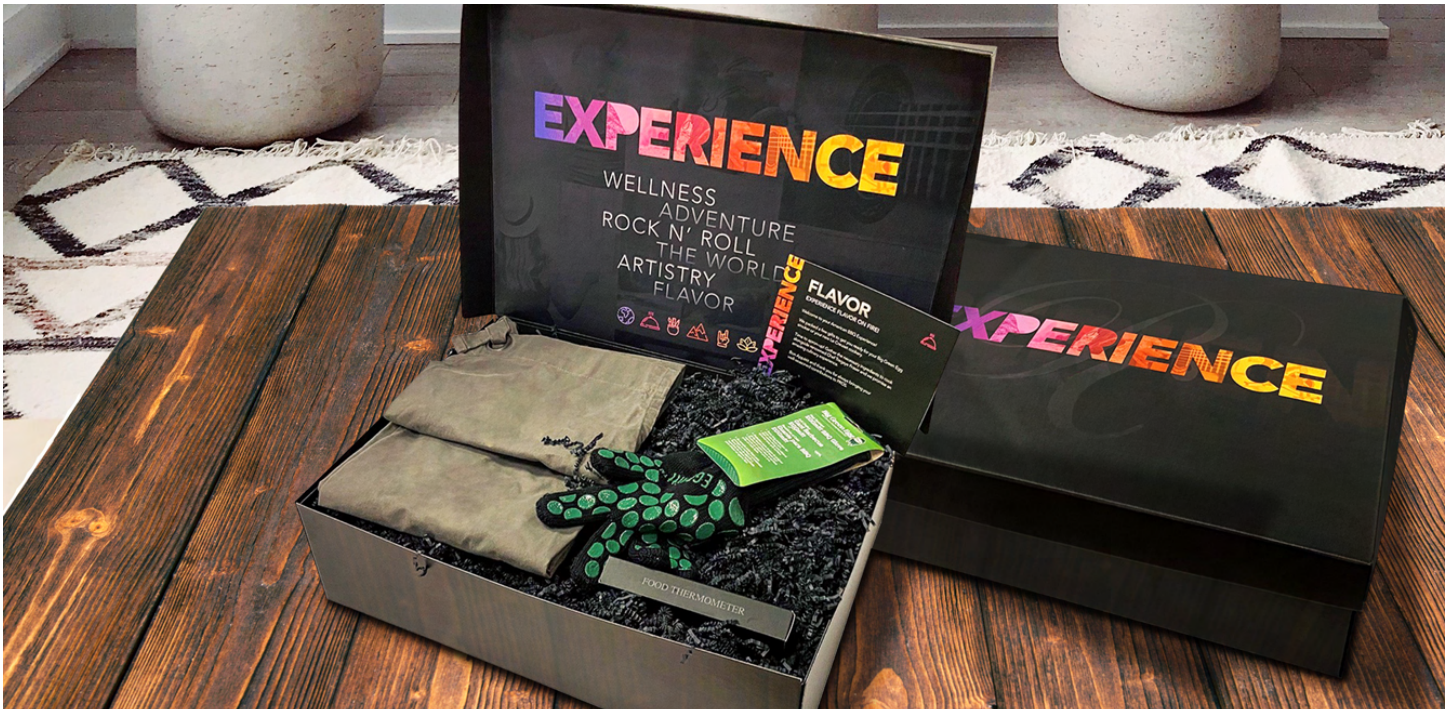
Whether it's branded merchandise or something more high-stakes, Summit can help you achieve the goals set for your organization. We will work with you to create the recognition programs that keep your audience engaged and coming back for more — more excitement, more adventure, more experience.

When the world was on pause, one company had to replace a cancelled extravagant President's Award trip to Italy with a virtual reward experience — and still drive performance.

Our solution: create an unforgettable employee experience. With four unique experiences to choose from, the incentive program was built to inspire each individual in something that ignited their passion — be it wellness, outdoor adventure, music, or cooking — and kept them connected to the organization.

Of the experience options that the top employees could choose from, one of the most innovative incentives was Experience Flavor. Gifts were released over a period of weeks to savor the reward experience. The first gift in the series was an on-theme kit that included a branded apron, a meat thermometer, and grill mitts. These corporate gifts prepared the employees for the next part of this reward, which was a hands-on cooking class hosted by a top chef. The final piece of the Experience Flavor reward package was the choice between a Big Green Egg grill or





a 10-piece set of Le Creuset cookware.

Music-loving employees could select the Experience Rock 'n Roll reward. The central gift in this series was the option of a Fender Electric Guitar, an acoustic guitar, or a Billie Eilish ukulele. While waiting for their high-end instrument to arrive, we drop-shipped gift kits to them containing everything they needed in order to be ready to rock. These unique custom kits included branded guitar picks, custom guitar straps, and a six-month Fender Play subscription for lessons. The gift culminated in employees from around the world getting together to attend a virtual jam session with a Fender Guitar Product Developer.

The grand finale for this incentive program was the award ceremony. The top employees received an ultimate party-in-a-box kit in time for the virtual event, which included wine glasses, snacks, party favors, and a personalized crystal piece.

Employees who engaged in the President's Award sales incentive program shared that their favorite elements were the surprise gifts that arrived and injected fun and play into their

days, and all the people they got to know through the online events hosted throughout the gifting period.



Gift experiences that engage. Ask us what we can create for you and your team.

Engage Here!



ITEMS THAT EXCITE



Acacia Baguette Board

Whether you're at a party or snacking for one, this beautiful acacia wood and eco-friendly epoxy blended board will elevate even the simplest of snacks.

Mega Smash Chocolate with Starzmania Candy
Celebrate their success with a gift of smash chocolate.



Breakaway Wireless Bluetooth Speaker

Break away from a boring listening experience. With the Breakaway speaker, you can get a true stereo sound. Simply twist the left and right side and you can separate one speaker into two.





HAPPINESS IS... GIFT SET IN MAILER BOX

A collection of easy off-the-shelf gift mailers combining drinkware and yummy, high-quality snacks.



5-oz Wixie Candle with Gift Box

Take your brand to a scent-sational space with these 5-oz USA-made soy blended candles. The 35-hour slow burn emits the fragrance at a higher level for a lasting impression. Personalize it with a full-color custom label, paired with a retail chic style box.

ITEMS THAT EXCITE

Live Your Brand



06 MERCH TRENDS

BRANDED MERCH TRENDS FOR 2022

When it comes to branded merchandise, our innovative ideas spark excitement. In the second half of the year, trends continue to shift from minimalism to bold — and we're not just talking about patterns. Get ready for some big, exciting ideas when you connect with Summit.

The world of gifting is different in 2022. We're no longer gifting to the masses at large-scale events. We have pivoted in order to create unique, relevant experiences for our recipients, no matter where we find them.

In 2022, we are seeing a renewed importance on quality and a resurgence in interest in brand-name gifts and the perceived thoughtfulness in gifts and rewards. The trends that we saw in 2021 revolved around blankets, hoodies, and everything around the home — things that made us feel warm and safe inside. As we look ahead at the summer of 2022, the world is different: open and outside.

People are on the move. We are adventuring and trying new things. As we look to establish a new baseline of normalcy in the days where many live in a permanently hybrid work environment, how we reach out and connect with our teams, clients, and stakeholders needs to be elevated. The importance of the gifts we send has increased because they have become one of the fewer personal touchpoints in our day-to-day experiences.



Merch in 2022 is trending toward a lighthearted feel. When kitschy and outdoors merge, themes combine for serious fun!

Across runways and retail, we are seeing an increase in sales of high-quality brands and a new lease on life for the kitschy branded merch that once was not-so-cool in the B2C space.

Reach out to Summit to get your brand in on the latest trends.

Contact Us!



BRANDED IDEAS TO ENGAGE & INSPIRE

Whether you need to send out swag to your employees or want to plan a campaign, Summit is ready to put your projects into motion.

30" x 40" Sherpa Blanket Dye Sub

All that adventuring can wear a person out. Snuggle up to self-care with this soft fleece blanket with Sherpa backing.



Hype Box

Send them a little love with thoughtful kits, like this hype kit.

34-oz Performance Flask

Bring your favorite hot or cold beverage anywhere. With a leak-proof auto-close spout and vacuum-insulated lid that doubles as a cup, the sleek design is ideal for your next adventure.



TravisMathew™ Cold Bay Vest

Travis Mathew™ Vest in a heathered material looks great on the course and off.

BRANDED IDEAS TO ENGAGE & INSPIRE



Port Authority® Cotton Barrel Duffel

Pack your bag for an easy transition to weekend fun. We love this cotton grab bag!

Screen Printed Flour Sack Tea Towel

This charming retro tea towel — with your custom message printed in one brilliant color of your choice. Made from an incredibly absorbent flour sack, it's reusable, machine-washable, and 100% cotton. In other words? Best. Towel. Ever.



Nimble Champ Lite Portable Charge 5K 5,200mAh

Made from recycled components, Nimble's line of chargers is leading the way in quality technology for a brighter future.



MERCER+METTLE™ Double-Knit Snap Front Jacket

Check out this modern cut shirt jacket. Consider this in place of a hoodie for your team.



07 CREATIVE MARKETING



Our services stand alone beautifully, but the magic that creates lasting connections comes from what happens in between.

CREATING LASTING CONNECTIONS WITH CLIENTS

From ideation to creation, from packaging and shipping, call on Summit to bring your project together full-circle. The recognition and incentives, the kitting and distribution, and the branded merchandise are all components that make up the most visible parts.

Audience engagement begins with attentive and intentional touchpoints like our custom email campaigns. It accelerates with kitting and gifting, ranging from a thoughtful gift in the mail to an entire packaged experience, and it resonates with messaging through the right medium that lets your audience know they are not only a client, not just an employee, not simply a donor — but that they are valued for who they are, not what they do.

Summit's immersive full-service offerings provide the lasting impression that keep your people engaged.

When you put it all together, Summit can create something beautiful and engaging, like the kit you see here. Inspired by the best parts of summer, it evokes adventure, excitement, mobility, and relaxation. Whether you want to unwind on a beach with a book, take a hike, or visit a vibrant and bustling city, a kit like this will set you up for a successful summer.



1. S'mores Kit

Stay ready for some more delicious fun with this personal-sized s'mores kit.

2. Port Authority® Cotton Barrel Duffel

Everyone needs a weekend away — grab this cotton duffel and find your adventure.

3. Moleskine® Passion Journal - Book

This passion journal is designed for both serious and casual readers. Use this to guide your note-taking and keep track of your favorite (and not-quite-as-favorite) books.

4. H2go Essen Insulated Food Container

Keep your snacks fresh for the whole journey in this insulated food container!

5. KAPSTON® Willow Recycled Fanny Pack

You have arrived! Now get outside and bring your essentials with you in the stylish hip pack.

6. Stojo Pocket 12oz Cup

Choose the eco-friendly option and make it easy to bring your own drinkware with this packable cup.

7. Koozie® Fabric Waterproof Bluetooth® Speaker

Bring along this waterproof bluetooth speaker to keep the mood going for up to 12 hours.

8. Mophie® Power Boost 10,000 mAh Power Bank

Need a boost? Take the Mophie™ 10K mAh mobile charger on the go to power up.

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LOVE WHAT YOU SEE? LET'S GET TO
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Reach out to Summit today

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