

RED Light Apparel & Swag Launch

March 17, 2009



RED Light-Branded Apparel & Swag

- Opportunity:
 - Increase brand visibility
 - Increase web traffic by adding apparel & fun swag to our online shop
 - Show the epitome of the RED Light brand through hip, playful and stylish apparel or fun swag that will appeal to our target demographic
- Background:
 - Apparel = walking advertising
 - Swag = wow-factor
 - Exposure potential = hundreds to thousands+
 - Demographic: 21-35 + male and female
- Details:
 - Pick 5-10 various pieces of apparel & swag to sell on drinkredlight.com
 - Pick 1-3 pieces of apparel & swag as a giveaway incentive at events
- Initial Estimated Budget & Resources
 - \$5-20k for materials and printing costs
- Timing: Public Date
 - Client decision deadline: March 31 for approval
 - 1-2 week lead time to source vendors
 - 3-4 weeks for production





RED Light
Branded Apparel



RED Light Visors





RED Light Polos





RED Light Polos





RED Light T-Shirts



Front



RED Light T-Shirts



Side



Back

RED Light T-Shirts



Front



RED Light T-Shirts



Side



Back

RED Light T-Shirts



Front



RED Light T-Shirts



Side



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Front



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Side



Back

RED Light T-Shirts



Front



RED Light T-Shirts



Side



Back



RED Light Tank Tops



Front



Back



RED Light Tank Tops



Front



Back



RED Light Tank Tops



Front



Back



RED Light Tank Tops



Front



Back



RED Light Sweatbands



Headband



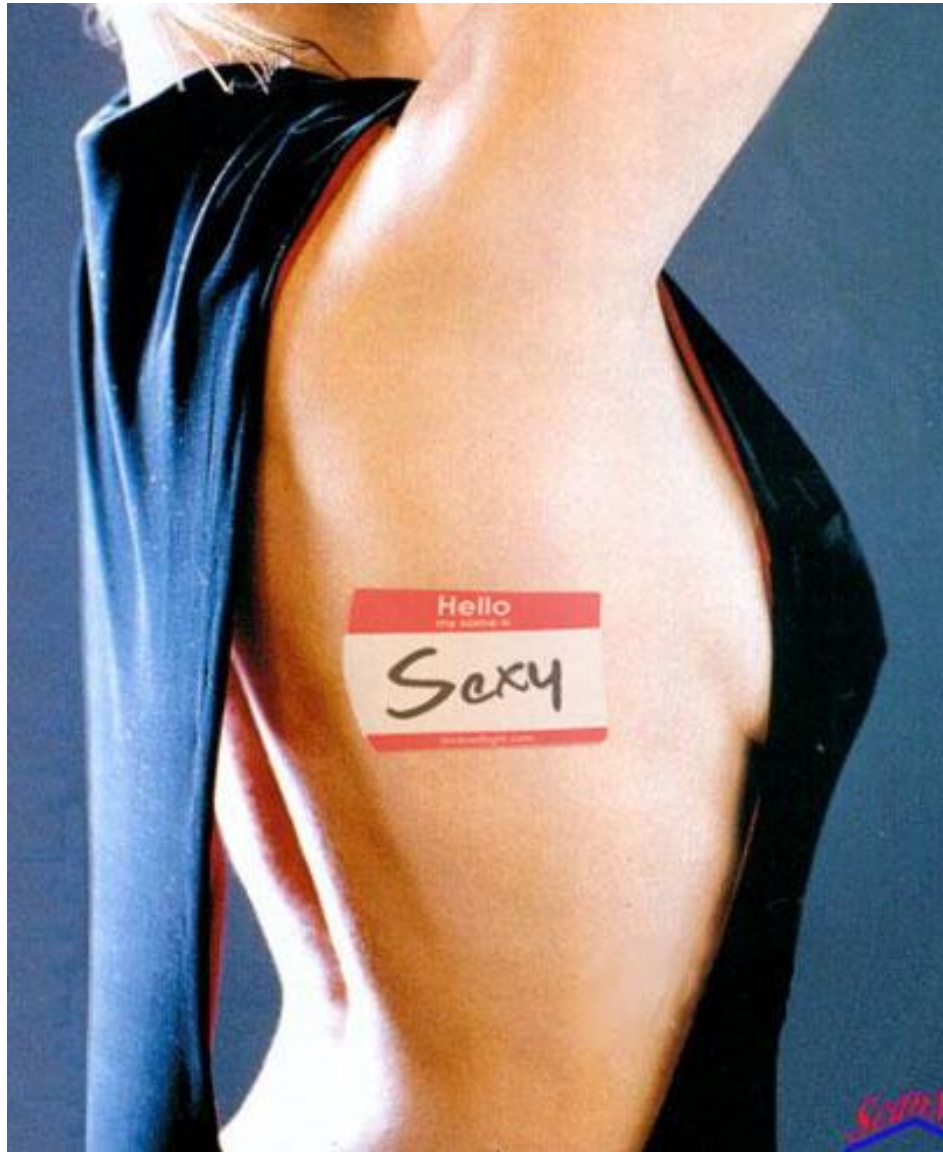
Wristband



RED Light
Branded Soap

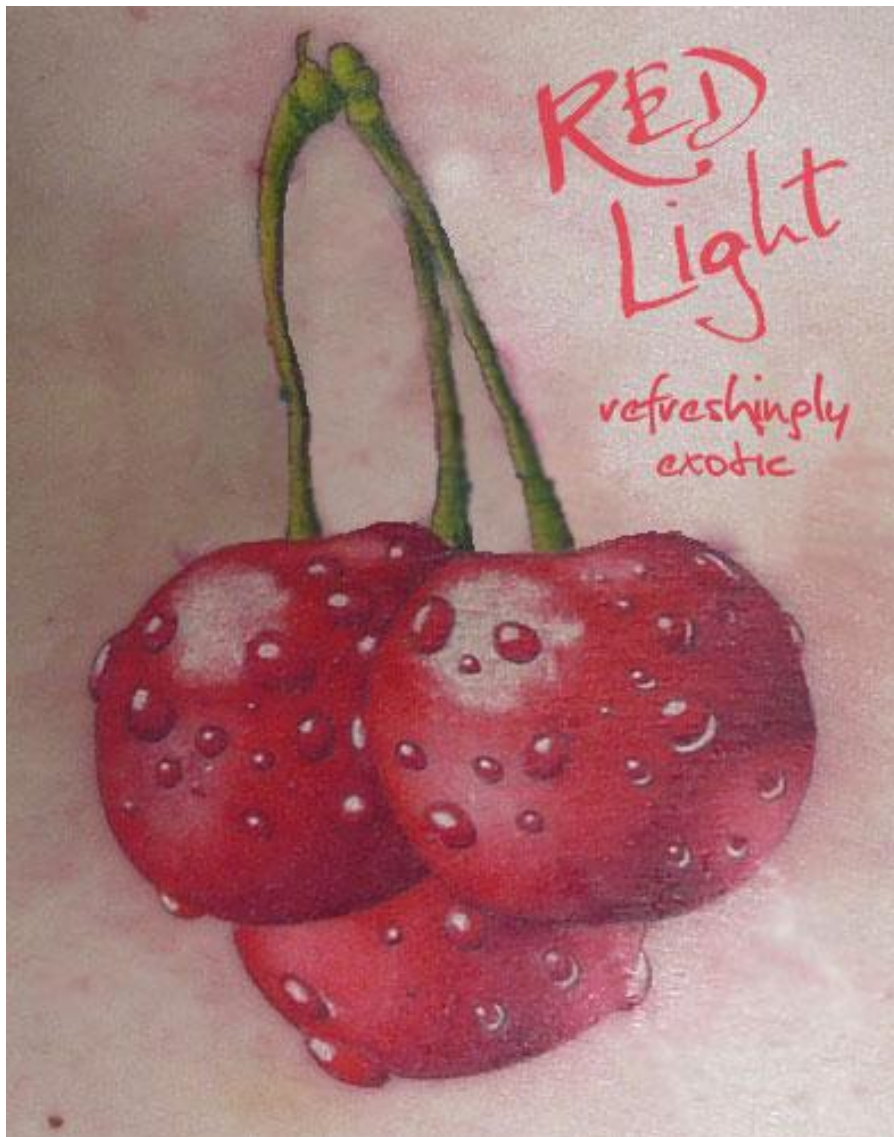


RED Light Tattoos – real or temporary





RED Light Tattoos





RED Light Misc.



Red Laser



Neon Electric Guitar

RED Light Misc.



Pool Inflatable



RED Light Misc.



Neon Clock



RED Insulated Soft Cooler



RED Light
Point of Sale



RED Light Point of Sale - Outdoors



RED Light Inflatable Water Ride



RED Light Point of Sale - Outdoors



RED Light Beach "Flags"



RED Light Branded Booth



RED Light Point of Sale - Indoors



RED Light Branded Projector



RED Light Point of Sale - Indoors



RED Light Hanging Inflatable with Light Beacon



RED Light Point of Sale - Indoors



RED Light Arrow Floor Decal



RED Light Point of Sale - Indoors



RED Light "Sexy This Way" Floor Decals with red light "siren"