



Brand | PrideTM

PRIDE CAPABILITIES STATEMENT

brand-pride.com

We are Brand|Pride; a lesbian owned, LGBTQ-certified branding solutions company. For over 20 years we've guided hundreds of brands on their quest for the best promotional items to achieve their goals while building brand loyalty. **And we want to do it for you.**



Rainbow Washing is a Huge Problem

Less than 10% of Fortune 500 companies use LGBTQ vendors for Pride. We find this statistic troublesome, but more importantly the LGBTQ community at large takes issue with this. In fact, people have started to take note of this and are applying more and more pressure on brands to use LGBTQ suppliers for Pride related activities.

Many companies dont know that LGBTQ vendors exist.

We're Right Here!

If you feel forced to use your non-LGBTQ contracted vendor, you can often get an exception, you just need to ask. Be the voice within your company for LGBTQ inclusion. Bottom line: if you are using a non-LGBTQ vendor for Pride...

You are Rainbow Washing.

Are you ready to become part of the solution?

“If you do not intentionally include,
you **unintentionally exclude.**”

- Ekaterina Walter

We Are the Pride Experts.

With 22 years' experience, no one in our industry has done more to help large companies intentionally celebrate Pride. We know the LGBTQ community – we are all gay, all day.



2021 Supplier of the Year
National Gay & Lesbian
Chamber of Commerce



**2021 Fastest Growing
Private Companies**
Puget Sound Business Journals



**2021 Top 25 Largest
LGBTQ Businesses**
Puget Sound Business Journals



**2016 Top 25 Largest
LGBTQ Businesses**
Puget Sound Business Journals



2016 Business of the Year
Greater Seattle
Business Association



2013 Supplier of the Year
National Gay & Lesbian
Chamber of Commerce



Yass! We're certified.



BrandPride is the **only** certified LGBTQ supplier in the United States to win the prestigious NGLCC Supplier of the Year – twice!



Service fit for a queen.

Our full suite of services.

Screen Printing

No matter how many tees you need or the amount of colors you want printed, we can make it happen with our state-of-the-art screen-printing capabilities. With multiple auto-presses, we can pump out 3000 t-shirts a day!



Embroidery

To reduce costs even more, we have full embroidery capabilities. While the average embroiderer has only 80 machine heads, we have over 100! That means, we can produce over 1000 pieces a day.



Graphic Design & Creative

Our graphic design team can take any logo or graphic and turn it into a marketing masterpiece. Need to rebrand? We can help.



Packaging

When it comes to packaging, we've got it in the bag. In fact, we'll even gift wrap your items for you. All you have to do is say the word.



Fulfillment

With our warehouse and distribution center, we're able to store tradeshow support materials and ship them directly to your exhibition. In addition, we can ship New Hire Kits, Pride Boxes or virtual meeting kits to your employee's home addresses.



Warehousing

We've got over 22,000 square feet of secure storage space.

Drop Shipments and International Shipping

Need us to ship your product to several locations? No problem. With our warehouse and distribution centers, we're able to store your goods and ship them directly to multiple locations all over the world. No stress. No hassle.

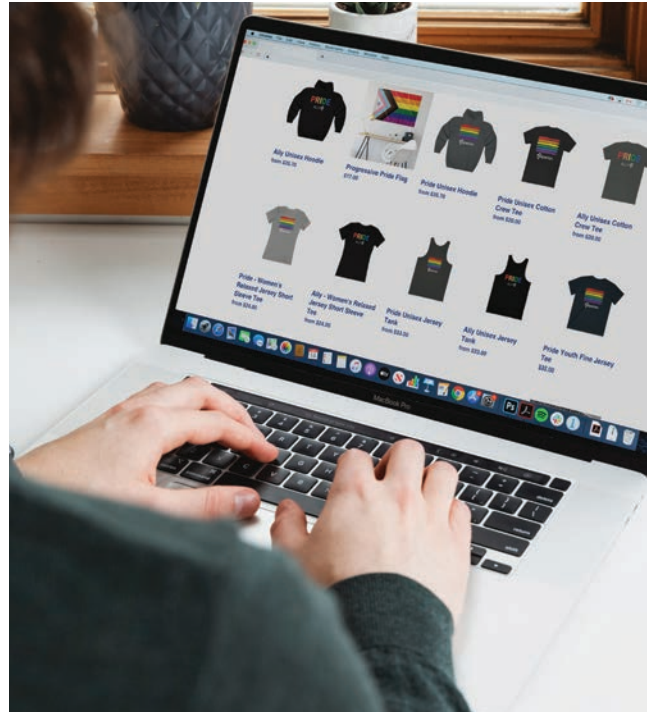
Ordering Portals & Company Stores

We make it easy for you to get branded merchandise into your employee's hands.
We have three different store options for you to choose from.

1 POP UP PORTAL – Corporate Gift

Utilized when a company is allowing employees to select from a curated product selection to receive a free gift. This is a data collection tool to collect information such as product selection, email addresses and shipping addresses if necessary.

- No Point of Sale at checkout
- 1-3 product selections MAX
- No Inventory
- Portal open for short period (usually 1-2 weeks)
- Orders are aggregated at closing date then produced and shipped
- Minimum orders may need to be met pending product chosen
- Ability to alter orders before production starts or add on product
- Customer service, product and shipping inquiries are handled by Brand|Pride
- **Compared to other on-line services we offer:** pricing is based on total product produced. Therefore, quantity breaks are taken into consideration. Production times don't start until after final order approval.



2 POP UP STORE – Point of Sale

Utilized when a company wants to offer employees the ability to purchase a curated product selection from pre-purchased inventory.

- Inventory is pre-purchased by organization, decorated and warehoused until orders are placed
- Inventory control is tracked to prevent over purchasing
- Products are shipped usually within 1 week of order placement
- Longer store duration allowing for sales over a longer period
- Fundraising options available
- Customer service, product and shipping inquiries are handled by Brand|Pride
- **Compared to other on-line services we offer:** product purchased by organization is based off bulk quantities. Store pricing can be adjusted as determined by organization and Brand|Pride.

3 PRINT ON DEMAND (POD) Store

Just like the name implies, a POD store provides an ecommerce experience where branded merchandise is ordered, decorated and shipped.

- Quick turnaround (typically 3-5 business days)*
- No decorating set-up charges
- No inventory
- No minimum order
- Customer service, product and shipping inquiries are handled by Brand|Pride
- **Compared to other on-line services we offer:** POD has fewer product options, higher product, shipping and handling costs.

Restrictions: All sales are final once production begins.

*COVID 19 may impact turnaround time and inventory.

Please contact info@brand-pride.com for details and pricing.

Additional Capabilities

- Comprehensive LGBTQ and Brand Strategy
- Brand Activations, Floats, and Booth Design
- Custom Design Work and Sourcing of Your Promotional Items
- Websites and Copywriting
- Social Media Management
- Influencer Management



Some of our clients that have gone all in on LGBTQ inclusion



T-Mobile®

Alaska
AIRLINES





VISA



American Airlines



Let us create a custom design for you!

What if in person Prides are canceled again?

Let Brand|Pride bring the Pride celebration to your employees doorstep!

Custom Curated Pride Boxes

Over the last 2 years we have become the experts in custom curated Pride boxes, fulfillment and shipping to individual residences across the US, Canada and globally. Not only can we build an amazing unboxing experience for you, we can create a website where your employees can order their own Pride Box. We make it that easy! Let your employees know you are thinking about them.



Make Your Mark Matter.

Simply updating your logo to be a rainbow in June is so 5 years ago.

It's time companies start lifting up marginalized voices with their spending power and not just talking about the importance of it. When you spend with Brand|Pride, you aren't only supporting our LGBTQ business, but a whole supply chain of LGBTQ and diverse businesses that are our trusted partners.

From Our Clients

"You guys are the best! You worked with me last minute and made every effort to accommodate my wishes and all the changes. I was so afraid we weren't going to make the deadline, but you guys pulled through and made it happen. Thank you!"



"You all rocked it! I needed it in a hurry and you delivered and the product was great!"



"Great experience working with the team. Elise responded quickly and we got the order in, processed and arrived in plenty of time before the event. Very happy with the service!"



For more information or inquiries, visit brand-pride.com today!

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