

STAGE 1

STRATEGY, SELECTION & APPROVAL

FOCUS: LOCKING IN YOUR VISION, BUDGET, PRODUCTS, AND CUSTOM ARTWORK BEFORE PRODUCTION QUEUES FILL UP.

**DAY 1: DEFINE OBJECTIVES & TARGET AUDIENCE**

Align leadership on campaign goals, target recipient groups (e.g., remote employees, C-suite clients), and key messaging.

**DAY 3: SET BUDGET & SPENDING TIERS**

Establish hard per-person spending caps (e.g., Tier 1: \$50–\$100 for general teams; Tier 2: \$100–\$250+ for VIPs).

**DAY 7: SELECT PRODUCTS & RESERVE INVENTORY**

Finalize gift set curation and lock in core item allocations with your merchandise partner to protect against seasonal stockouts.

**DAY 12: CHOOSE YOUR RECIPIENT DATA STRATEGY**

Decide how you'll collect sizes/addresses: an invite-driven digital selection portal vs. an internal employee spreadsheet.

**DAY 15: SUBMIT BRANDING ASSETS**

Upload high-resolution vector artwork files and specify preferred branding styles (e.g., tonal embroidery, laser etching, debossing).

STAGE 2

DATA COLLECTION & ORDER SIGN-OFF

Focus: Gathering exact recipient details and giving final authorization to trigger custom manufacturing.



DAY 20: SIGN OFF ON DIGITAL ARTWORK & PROOFS

Review and sign off on 2D digital proofs, Pantone color matches, and custom packaging dielines so physical production prep can begin.



DAY 21: LAUNCH RECIPIENT OUTREACH

Send digital portal invites via email/SMS or distribute internal size and address collection forms to recipients.



DAY 28: MID-WAY RECIPIENT RESPONSE REVIEW

Check portal redemption numbers; send gentle reminder nudges to outstanding recipients.



DAY 35: HARD DATA CUTOFF DATE

Close recipient portals and lock all address, sizing, and color preference data. Whether you are using a portal or manual data collection, submit prior to PO and order lock.



DAY 40: PO SIGN-OFF & OFFICIAL ORDER LOCK

Approve final commercial terms and sign the Purchase Order (PO). This officially triggers the 6–8 week custom manufacturing and decoration countdown.



STAGE 3

PRODUCTION, MANAGED FOR YOU

FOCUS: SIT BACK WHILE PRODUCTION, CUSTOM DECORATION, AND PACKAGING TAKE PLACE. YOU ONLY HAVE A FEW LIGHT CHECK-INS.



DAY 41-60: MANUFACTURING & DECORATION IN PROGRESS

No action required. Your items are being custom-made, decorated, and packaged to spec.



DAY 61: MID-PRODUCTION MILESTONE UPDATE

Receive a quick progress update and sample photo confirmation from your account manager.



DAY 75: FINAL MANIFEST REVIEW

Perform a quick review of your final recipient list to confirm any last-minute additions or emergency address changes.

STAGE 4

DOORSTEP DELIVERY & IMPACT

FOCUS: TRACKING TRANSIT, NOTIFYING RECIPIENTS, AND CELEBRATING ARRIVAL DAY.



DAY 81: INTERNATIONAL & LONG-DISTANCE SHIPMENTS RELEASE

Early dispatch triggers for international and cross-border recipients to avoid customs delays.



DAY 88: STANDARD SHIPMENTS RELEASE

Domestic packages are dispatched via ground freight for on-time delivery.



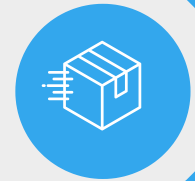
DAY 92: TRACKING NOTIFICATIONS SENT

Recipients receive automated email notifications containing their individual delivery tracking links.



DAY 100: FINAL DELIVERY: **THE WOW MOMENT**

Gifts land on recipient doorsteps, delivering appreciation, and a powerful 'WOW' moment for your brand.



POST-CAMPAIGN (DAYS 100+)

ROI & FUTURE READINESS

FOCUS: REVIEW DATA, ARCHIVE SUCCESSFUL TRENDS, AND RECIPIENT DATA.



DAY 105: REVIEW CAMPAIGN METRICS & RECIPIENT FEEDBACK

Review portal redemption rates, delivery success metrics, and qualitative feedback from your team or clients.



DAY 110: ARCHIVAL & EARLY LOCK FOR NEXT YEAR

Store approved vector files, packaging dielines, and recipient sizing trends to make your next campaign effortless.

READY TO GET STARTED?

When you partner with BAMKO, you don't have to execute this checklist alone:



VIP Brand Access & Custom Tech: Lock in tier-one retail gifts and launch automated "Gift of Choice" portals to handle address and sizing collection effortlessly.



Global Hubs, Zero Friction: Eliminate cross-border tariffs and shipping headaches using our local fulfillment centers across Europe, APAC, and LATAM.



Built-In Rush Protection: Beat peak-season carrier surcharges and warehouse bottlenecks with pre-Thanksgiving pallet staging and priority production.

[Contact BAMKO](#) or your designated BAMKO account manager to get started or learn more.

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