

EVENT IN A BOX | OVERVIEW

2025



What is Event in a Box?

Event in a Box is a program created to enable locations to actively participate in approved events both, on-site and off-site with professionalism and brand consistency. The program's mission is to strengthen community connections, boost local visibility, and drive meaningful engagement that enhances overall brand awareness and traffic to your site.

Whether you're participating in a neighborhood fair, a school function, or hosting an in-store customer appreciation day, Event in a Box provides all the tools and materials needed to create a memorable and effective presence.

How to Participate in an Event?

Requests to participate in events is located on the intranet under the Marketing & Branding tab. Once the request form is submitted and approved, the participating location will receive a customized event kit tailored to the event.

What is Included?

Each event kit includes branded signage, promotional material, and customer giveaways. Everything is curated to help you represent the brand professionally and consistently. Sample images below.



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Step 1:

AD or RD completes the Event in the Box form located on the intranet under the Marketing & Branding tab to request participation 45 days prior to the event.

MARKETING & BRANDING

EVENT IN A BOX REQUEST FORM

Event-In-A-Box Request Form

This form can only be submitted by an AD or RD. It must be submitted at least 45 days prior to the event date. Once submitted, you will be notified within 7-10 business days with approval status and with the next steps for moving forward. Thank you!

Step 2:

Store, AD, and RD will be notified within 7-10 business days of approval or request for additional information is sent.

Your Event in a Box request for the {event name} on {event date} has been approved.

We're now working to identify the essential materials needed for your successful presentation. Expect another email within 10 days of your event date containing specific details and tracking information.

Step 3:

Store and AD will receive an email for approved events 10 days prior to the event with a list of items they will receive along with tracking information.

We are excited to help you participate in the {name of event} at the {event site} location on {event date}.

The following items have been ordered to help support your event and are scheduled to arrive no later than {date}. Track your shipment: {tracking number}

Step 4:

Attend event, engage with the attendees, and take pictures.

Step 5:

Store to respond to feedback request email with comments, remaining inventory, and pictures.

We hope your event on {event date} was a success! Your feedback is welcome. Also, we would love for you to share any photos you may have taken.

Step 6:

House Event in a Box materials in a safe place at your location for future event requests.

Please share with us the amount of leftover customer giveaways you have to help us manage inventory. As a reminder, please package and label any remaining items and store them securely on-site at {site #}. These items have been assigned to your store for future events.