



Marketing Kit Usage Guide

The newly rebranded Charity Storage Marketing Kit is designed to showcase your unwavering support and participation in the Charity Storage program. This valuable asset enables you to effectively encourage the donation of gently used and/or new items, inspiring tenants and potential customers, while raising awareness for the charitable organization that means the most to you!

The marketing kit includes the following assets:

- **Gate Sign (18 x 24):** Our gate sign is printed on UV vinyl and comes with pre-drilled holes and two zip ties for hassle-free attachment.
- **Counter Sign (8'5 x 11):** Our counter sign features a convenient easel back, allowing you to prominently display this UV ink printed sign on your office counter to capture the attention of potential tenants that visit the property.
- **Window Cling (8 x 8):** Our versatile static cling sign can easily be added and removed from any glass surface, allowing you to effortlessly relocate the asset around the property.

In this **Marketing Kit Usage Guide**, you will learn how to effectively place your signage across your property to ensure the most visibility and exposure of the promotional assets. It is important to note that the best use-case for these assets will depend strictly on where the facility managers see the most foot traffic at their facilities.

Please reference the photos below to see the most common locations for promotional assets:

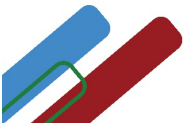
Gate Sign



Counter Sign



Window Cling



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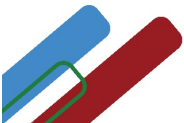
Use-Case Suggestions: These assets were selected and tested to accommodate the differences in foot traffic at various facilities and to catch tenants' attention at three separate touch points. We encourage all facility managers to identify the path that tenants take while on the property and incorporate the physical assets on that path to increase exposure and to promote participation in the program.

Below are the most common locations we've seen the assets being used:

- **Gate Sign:** Gate signs are best placed near an outside access point. In the first photo, you will notice that our partners placed their gate sign behind the access control keypad on their fence.
- **Counter Sign:** Counter signs are best placed on the front desk of an office that tenants and potential tenants have direct access to. Please reference the photo above.
- **Window Cling:** Window Clings are best placed on the front door of a main office building or of the building that a tenant is entering to access an in-door storage unit.

If you need further guidance or have additional questions and/or concerns regarding the best use-case of the Charity Storage Marketing Kit, please contact us at info@charitystorage.org.

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