

SEC NETWORK PROMOTIONAL FOOTBALL MAILER

MOCK-UPS + SAMPLES

EXISTING PACKAGING FOR DISPLAY CASE



SHIPPING BOX 17.5L x 12.75W x 15.75H (kraft outer box)
PRODUCT BOX 17W x 12.375L x 15H (white inner box)



PRODUCT BOX 17W x 12.375L x 15H
Shown removed from shipping box. Product box is heavy duty white cardboard with a handle on the top and a product label that wraps around the front and left sides of the box. Styrofoam inserts secure the display case inside the box.



Top piece of Styrofoam inside product box



Bottom piece of Styrofoam inside product box

EXISTING DISPLAY CASE PACKAGING

We recommend using the existing product box as it will provide the best protection for the case and will be easy to transport and hand deliver using its built in handle. For the few mailers that require shipping we will order white outer shipping boxes and filler, if needed, to hold the product box. We can also create additional outer shipping labels.

SEC LABEL DESIGN MOCK-UPS



FRONT / SIDE LABEL - ANGLE VIEW

Front label portion - 17L x 14H / Side label portion - 12L x 14H



FRONT LABEL - FRONT VIEW



TOP LABEL - SINGLE LABEL OPTION



TOP LABELS - DOUBLE LABEL OPTION

PACKAGING MOCK-UP & DESIGNS -

FRONT / SIDE LABELS: A large 29 x 14 label will adhere to the front and left side of the box to cover the existing box label. Option: print two labels to cover all sides of the box.

SINGLE TOP LABEL OPTION: 15 x 10.25 label die-cut in the center around the product box handle. **DOUBLE TOP LABEL OPTION:** two smaller 15 x 4.25 labels are placed above and below the handle on the box top.

SEC COLLATERAL MOCK-UPS



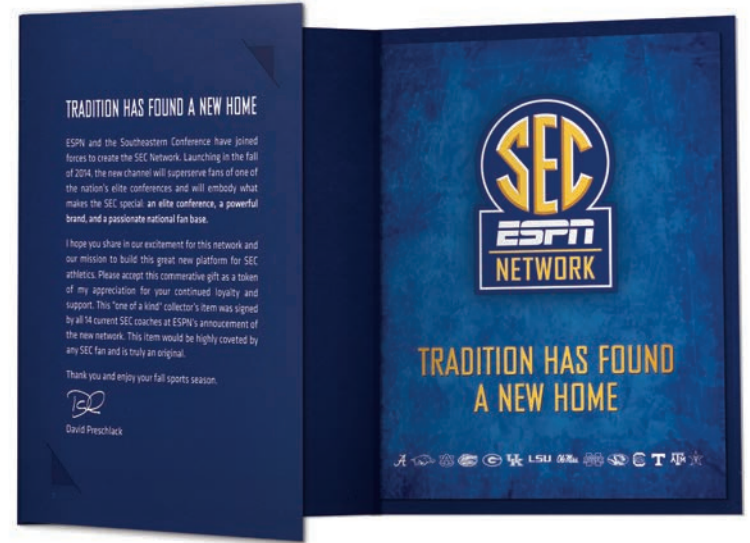
COLLATERAL HOLDER INSERT

Upon opening the box, the recipient is presented with an elegant collateral package. A 16.25 x 12 insert of dark blue heavy duty paper sits on top of the inner Styrofoam. Slits in the insert hold the collateral in place.



SEC TRI-FOLD PACKET - VIEW 1

The front cover features the SEC Network logo embossed with gold foiling. The cover stock is a heavy uncoated dark blue paper. Size of the collateral when folded is 6" x 8".



SEC TRI-FOLD PACKET - VIEW 2

When first opened, the overlapping inside left panel features an intro or greeting from the President printed in white opaque ink. The right panel holds a small attached booklet containing SEC sales information.



SEC TRI-FOLD PACKET - VIEW 3

The inside of the left panel holds a certificate of authenticity including the details about the football. Slits in the panel of the folder hold the certificate in place. To the right, the booklet sits stitched into the middle and right panels of the folder.



CERTIFICATE OF AUTHENTICITY

6.75 x 4.625 certificate printed on a heavy, gloss stock. Can be removed from the collateral package and displayed in the case with the ball if desired. The two-sided piece features the image of the coaches along with the listing of the coaches' names on the reverse side.

COLLATERAL DESIGN MOCK-UPS

Box insert / collateral holder, tri-fold cover with attached booklet, and certificate of authenticity. NOTE: If the amount of available content is limited, an alternative option would be to increase the size of the cover / folder to a larger size (9 x 12) and present the sales information on a full sized sales sheet which is inserted into the folder along with the certificate.

SEC DISPLAY CASE PRODUCT EXAMPLE



DISPLAY CASE

The display case features a clear glass top which has been customized with an etched SEC Network logo. The base is a high quality cherry wood. A small clear stand will hold the football inside the case