

# Regional Tiger Swag that Engages Local Alumni

Ideas Leaders Can Use & Alumni Will Love

CORA T-Quad Presentation  
Thursday, June 18, 2026  
5:00 PT/8:00 ET



# Regional Tiger Swag that Engages: Ideas that Leaders Can Use and Alumni Will Love

CORA T-Quad Presentation June 18, 2026, 5:00 PT / 8:00 ET



**Hosted by Marisa Reisel '07**

*Member,  
Committee on Regional Associations;*

*Secretary & Past President,  
Princeton Club of Southern California*

Special Guest



**Marquis A. Parker '99 S02**

*President,  
Princeton Club of Chicago*



# Today's T-Quad

1. What is regional swag – and where do you begin?
2. Current regional association engaging local alumni with custom logos, featuring **Marquis A. Parker '99 S02, President of Princeton Club of Chicago**
3. A practical checklist for your region and easy next steps!



# What is “Swag”?



**SWAG**, noun

/swæg/ : products with a regional alumni association logo and distributed at little or no cost to local alumni

## Take-Home Items

Any take-home item with your regional association’s logo/custom design: i.e. apparel, accessories, drinkware, postcards

## Reusable Materials

Any items you can use more than once with your regional association’s logo/custom design: i.e. event decorations (cloth banners, pop-up signage), zoom backgrounds

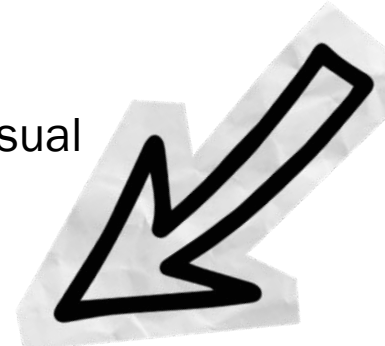
For Princeton Alumni Association branded materials, please reach out to Alumni Engagement. Each region can receive one “event box” per year with napkins, tablecloths, balloons, and coasters. Reuse Orange & Black Day decorations and Reunions props.



# Customize Your Regional Association Style

## WHAT? *Design specific to your region*

While your Regional Association already has a name, having a visual representation of your RA makes it unique & memorable.

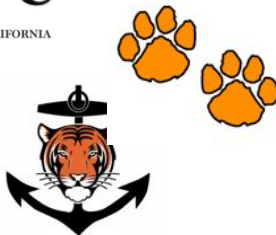


## HOW? *Create a regional association logo*

Work with a local creative alumni, reach out to me (Marisa Reisel '07), or email [acra@princeton.edu](mailto:acra@princeton.edu) before you start.

**IMPORTANT: All new regional association logos must be reviewed and approved by the Alumni Engagement office. Email [acra@princeton.edu](mailto:acra@princeton.edu).**





# Regional Associations' Custom Design Drives Engagement

Take-home items and reusable branded materials can help regional associations:

- Make events feel official, polished, and welcoming
- Create local regional visibility
- Give alumni a tangible point of connection
- Thank volunteers or members
- Support anniversary or milestone programming
- Create photo-friendly moments
- Build regional pride without needing a major new program



Princeton Club of Austin's gift handmade etching and box by Marisa Goldenberg '98

# Regional Associations with Custom Designs in Action: **Three Tiers**

1. **Luxury**: Princeton Club of Chicago
2. **Premium**: Princeton Alumni Association of Nantucket Island, Princeton Association of New England, Princeton Club of Austin
3. **Everyday**: Princeton Club of Dallas Fort Worth, Princeton Club of Southern California, & more



# Princeton Club of Chicago: Logo Redesign for 150th Anniversary

Presentation Deck to PCC Board Members, October 2025

*150th anniversary: Current PCC logo*



*150th anniversary: For the new abridged "IYKYK" logo, we gave the Princeton shield a Chicago twist to create our own PCC shield*



FINAL LOGO REDESIGN / REFRESH



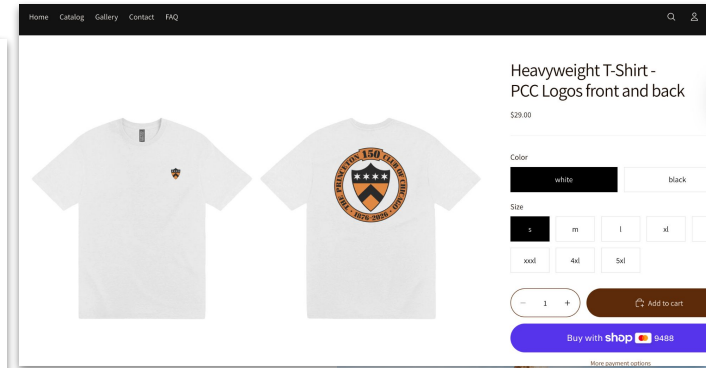
Special 150th Logo



# Princeton Club of Chicago: A focus on swag puts new logo in production

**150th anniversary:** We plan to launch a PCC swag store in January to kick off our 150th celebration year

- Goals
  - Hold no inventory
  - Low investment
  - Online store
- Method
  - Shopify + Print-on-demand Services
    - Apliq
    - Zazzle
    - Etc
- Catalog
  - 80% Apparel
  - 20% Other
- Price point for items
  - Variety
  - Sell at cost
- Design
  - Multiple logo options? Discussion
- Startup budget: \$500 store fees + samples (later giveaways?)



Louis Tambellini '18's presentation to the PCC Board in October 2025


Co-branding with the Alumni Association's 200th Anniversary, a happy coincidence



# Princeton Club of Chicago: Swag Store

Home | Catalog | History | Contact | FAQ

Show your Tiger spirit with exclusive merchandise from the Princeton Club of Chicago. Each item features the newly updated logo created in celebration of PCC's 150th Anniversary. Don't miss our limited-edition cobranded pieces, proudly paired with the Princeton Alumni Association's 200th Anniversary logo.



## Princeton Chicago Gear

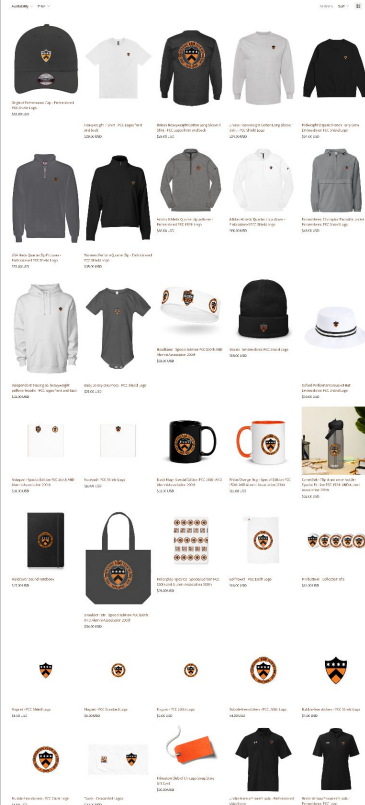
This collection features a range of Princeton Club of Chicago logos, including both newly updated standard designs and special 150th Anniversary commemorative marks. Select items are also cobranded with the Princeton Alumni Association's 200th Anniversary logo. Logo styles vary by product, so please review each item carefully before purchasing.

Shop now →

Shop by collection

- All Products
- New Apparel Items
- Apparel
- PCC 150th and PAA 200th Cobranded Items

### All Products



Grid of 48 product images showing various apparel and accessories (t-shirts, hoodies, sweatshirts, caps, mugs, tote bags) with different Princeton Club of Chicago and Alumni Association logos.



# Princeton Club of Chicago: Teamwork & Communications

Realizing the launch of the redesigned logos & store required continued teamwork & communication, including collaboration and buy-in from the PCC Board.

***PCC swag store:*** The swag store has been completely set up and is ready to use!

[princetonchicago.myshopify.com](http://princetonchicago.myshopify.com)

THE PRINCETON CLUB OF CHICAGO

Events Donate **Store** Community Service

16

March 2026 Board Meeting Presentation

The Princeton Club of Chicago SWAG Store is now live! Show your Tiger spirit with exclusive merchandise celebrating PCC's 150th Anniversary, featuring newly updated club logos and special commemorative designs. The collection also includes limited-edition items co-branded with the Princeton Alumni Association's 200th Anniversary logo.

From apparel and hats to mugs, bags, and accessories, there's something for every Tiger. Logo styles vary by item, so be sure to browse the full selection and choose your favorites. Visit the store at [princetonchicago.myshopify.com](http://princetonchicago.myshopify.com) to explore the collection and support the club.

Here's just a sample of what's available:

To see the full suite of future events, please check out the [Princeton Club of Chicago website](#)

Questions? Please email our Programs Committee [here](#).

**PCC Members** receive priority reservations and discounted tickets. Membership levels begin at \$25/year. To learn more about the benefits of membership, [click here](#).

**BECOME A MEMBER** **RENEW YOUR MEMBERSHIP** **VISIT OUR WEBSITE**

Utilizing TigerNet to announce logos & swag via "Tiger Tuesdays" Newsletter



# Think Outside The Shield: PAA of Nantucket Island



## “Tiger Whale”

Bold iconic logos are dynamic & instantly identify your region, with or without text.



Pro tip: Unique logos used in unique ways make a lasting local impression.

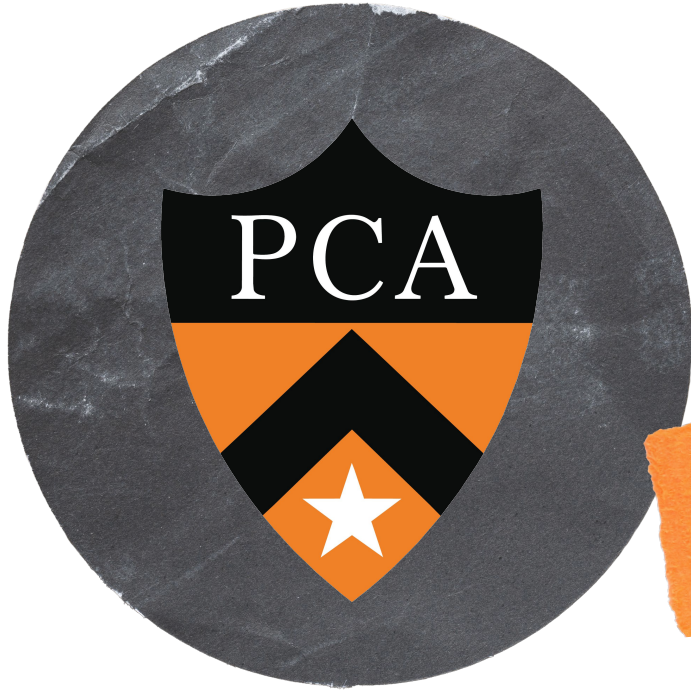


Tiger Whale cookies for an admitted student reception.



# Thoughtful Use of Swag: PC of Austin

Homemade name tag buttons are practical & personalized swag



Reusable, dynamic, & custom: pop-up banners & a regional tablecloth.

Pro tip: A fun welcome table makes an event feel local & special in any setting.



Alternate versions of the PCA logo



# Power of Logo Variations: PA of New England

Logo variability allows for a variety of placement options - and looks great.



1.



2.



3.



4.



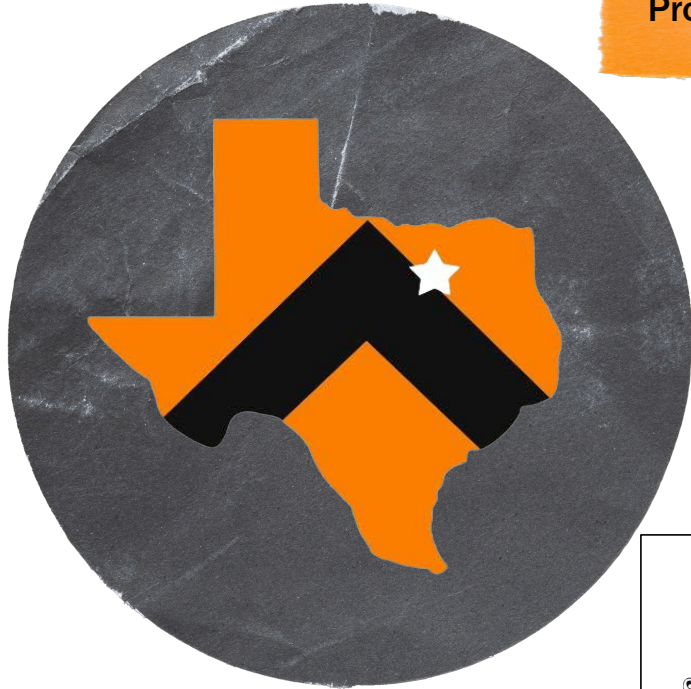
A horizontal version of your logo is ideal for digital headers for TigerNet, Facebook, etc.

Pro tip: Practical swag with a bold logo is great trivia prizes & speaker gifts.



# Swag Your Alums Want: PC of Dallas Fort Worth

Pro tip: put small swag, like lapel pins, out in bowls for easy access.



Logo refreshed ~10 years ago by a local alumnus.



Custom hats for speakers & special occasions:

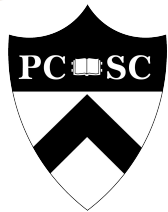
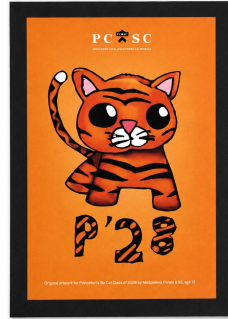
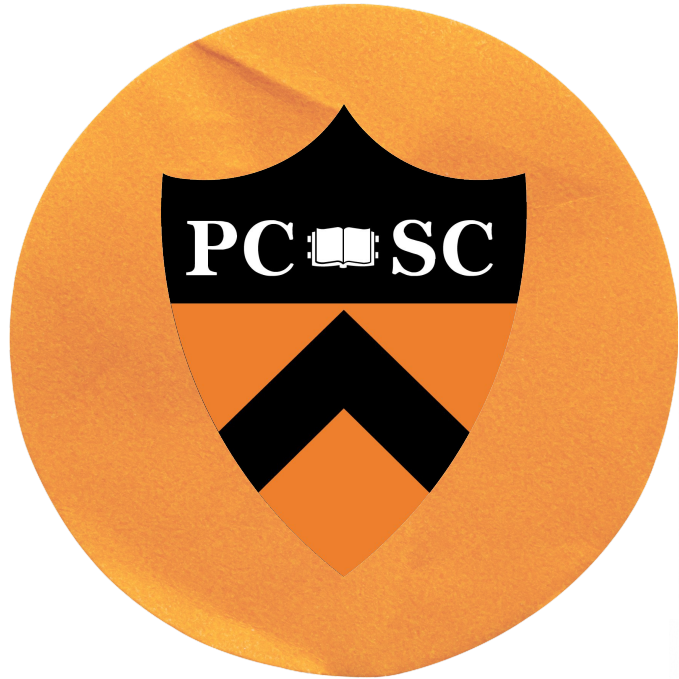


A past version of the logo.



# Swag as Giveaways: PC of Southern California

Focusing on practical, cost-effective, take-home items.



# Even More Custom: PAA of Taiwan and more...



PAA of Taiwan, Custom Banner / Backdrop



Regional Pins for PC of St. Louis & PA of United Kingdom



Psst... you may have noticed a new logo featured in this T-Quad...





PRINCETON CLUB  
OF  
PHILADELPHIA

PRINCETON  
CLUB  
OF  
JAPAN

PRINCETON  
ASSOCIATION  
OF  
NEW ENGLAND

PRINCETON  
ALUMNI ASSOCIATION  
OF  
SINGAPORE

PRINCETON CLUB  
OF OKLAHOMA CITY

PRINCETON  
PANO



HAVE A ROAR-ING BIRTHDAY PRINCETON  
LOVE, TIGERS IN HONG KONG

Pro tip: Zoom backgrounds  
are virtual banners

PRINCETON CLUB  
OF  
SOUTHERN  
CALIFORNIA

THE PRINCETON CLUB OF CHICAGO  
1876  
PRINCETON CLUB OF CHICAGO

PRINCETON  
BEIJING



PRINCETON CLUB  
OF AUSTIN

PRINCETON CLUB  
OF  
ST. LOUIS

PRINCETON  
CLUB  
OF  
SOUTHERN  
CALIFORNIA



Princeton  
Club of India  
CORA  
Princeton  
Club of India

# Before You Create Swag: Practical Checklist

1.  Do you have a custom regional logo or design?
2.  Has your regional association logo been reviewed and approved by the Alumni Engagement office?
3.  What items or merchandise do you want to create with your approved logo and design? And why?
4.  Are these giveaways, sale items, recognition gifts, commemorative items, or reusable event materials?
5.  **Have you reached out to Alumni Engagement before creating and selling, gifting, or using merchandise as a membership perk?**



# 3 Easy Next Steps

## 1. Start small.

- If you don't have a regional logo, start there.
- If you have a regional logo, does it need a refresh?

## 2. Use what you have.

- Build your event presence with reusable materials (banners, table signs, displays, photo props).
- Create a simple “Event box” that can easily be transported to events or used on Zoom.

## 3. Talk to Alumni Engagement

- If you have questions, concerns, or just need help thinking through ideas email [acra@princeton.edu](mailto:acra@princeton.edu).



# Resources!

**Alumni Engagement:** [acra@princeton.edu](mailto:acra@princeton.edu)

**Regional Association Leaders Tigernet Forum:**

<https://tigernet.princeton.edu/topics/40139/forum>

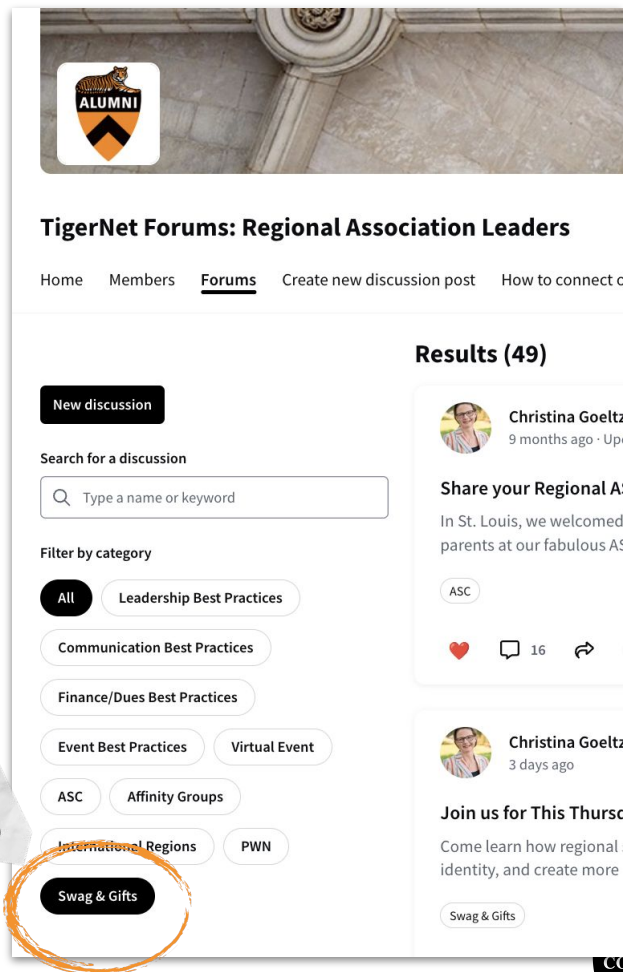
Click “Swag & Gifts” under “Filter by category”

**T-Quad Takeaway Sheet:**

Look for a follow-up email from CORA with highlights from this presentation as well as list of swag discussed today!

**Reach out!**

Marisa Reisel '07, [mreisel@alumni.princeton.edu](mailto:mreisel@alumni.princeton.edu)



**Tigernet Forums: Regional Association Leaders**

Home Members **Forums** Create new discussion post How to connect c

**Results (49)**

**New discussion**

Search for a discussion

🔍 Type a name or keyword

**Filter by category**

- All
- Leadership Best Practices
- Communication Best Practices
- Finance/Dues Best Practices
- Event Best Practices
- Virtual Event
- ASC
- Affinity Groups
- International Regions
- PWN
- Swag & Gifts**

**Share your Regional A**

In St. Louis, we welcomed parents at our fabulous AS

ASC

❤️ 💬 16 ↻

**Christina Goeltz** 9 months ago · Up

**Christina Goeltz** 3 days ago

**Join us for This Thursc**

Come learn how regional identity, and create more

Swag & Gifts



# Regional Tiger Swag that Engages Local Alumni

Ideas Leaders Can Use & Alumni Will Love

CORA T-Quad Presentation  
Thursday, June 18, 2026  
5:00 PT/8:00 ET



**Thank you, Regional Leaders!**