

# bluestep

A little insight into  
**Charities**



## Hooray!

You made it to the first page of our fabulous brochure – **Congratulations!**

We have invested a huge amount of time in pulling together a selection of fantastic projects that we have had the privilege in supporting our **charities** with. We want to give you a true insight into some of the brilliant work we have done and the close knit community that we have grown to love and be a big part of.

So, as with all introductions, it's important to tell you who we are and what we love doing – we are **Blue Step**, a creative **design** and **marketing agency** who offer a range of services within the **healthcare, corporate** and **charity sectors**.

We understand that every charity has different requirements and objectives and we love to deliver everything that you need with a service that is **friendly, professional** and **efficient**. We truly see ourselves as an extension of your team and recently **we've been voted the greatest company in the world!\***

We've been busy doing everything from **sourcing products** for **online shops, fundraising packs** and **event merchandise**, to **designing** and producing **campaign collateral**. We have been part of some truly fantastic projects and pride ourselves on being able to take them from a conceptual stage, right through to a project launch.

We hope you enjoy looking through this and if you have any questions or requirements that we haven't managed to showcase, please let us know and we will be there to support you and your team.

**\*Please note that only Blue Step employees took part in this poll.**



## Our Top Ten Products

We've worked with a lot of charities on a vast number of items; anything ranging from cheer sticks to gazebos. Here is a selection of what we have found to be the most popular items for challenge events, fundraising and general awareness campaigns.



#1 CHEER STICKS



#3 CYCLING JERSEYS



#5 TEAR DROP FLAGS



#7 RUNNING VESTS



#9 TECHNICAL TEES



#2 PAPER HAND CLAPPERS



#4 PIN BADGES



#6 PRINTED T-SHIRTS



#8 COLLECTION BOXES



#10 GAZEBOS



## Running Basics

Nowadays, there are so many challenge events out there, and we at Blue Step recognise the importance that you stand out from the crowd and are noticed.

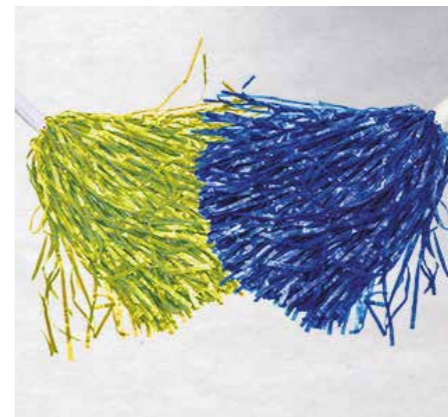
We want to help you shout about your charity or cause and we will work with you to design merchandise that does just that. All our running merchandise can be branded to your exact specification and we offer pantone matching as a standard on the majority of our products. Here are our 'essential' items we think that every charity needs for their running events.



## Cheer Point Basics

Our exciting range of supporter merchandise really contributes to the vibrant atmosphere of an outdoor sports event.

Here is just a snapshot of what we think every charity needs for their Cheer Points. These products will not only help to cheer on your team but will also increase the awareness of your charity.





## Event Collateral

Whatever your printing requirements are, Blue Step are on hand to accommodate them! We can provide great quality event collateral with incredibly fast turnaround times.

Whether you need high quality uniforms for your staff or fully branded gazebos and banners, you can count on us to help your charity's message be seen.

We're specialists at branding events such as the London Marathon and Ride London, and are here to help you promote your charity and create that all-important awareness.





## Cycling Jerseys

Blue Step are experts when it comes to providing charities with high performance technical sports apparel. We've supplied countless charities with bespoke, high quality, yet cost effective cycling clothing and accessories that are fully branded to each charity's individual requirements.

We pride ourselves on being able to offer our charities a completely customised service – even down to the material, design and size of the item.









## Tri-Events

Triathlon events are now more popular than ever and with more participants taking part on behalf of charities all over the world, Blue Step are delighted to offer a full range of triathlon attire and accessories.

We custom make all of our triathlon garments from scratch, to your specification – the possibilities are endless!











## Air Ambulances

Blue Step have supplied over 65,000 die cast helicopters to some of the UK's leading Air Ambulance charities, as well as a combination of merchandise to support these fantastic charities and raise much needed funds.

These have included bespoke calendars, plush teddies, silicone keyrings, fridge magnets, hoodies, t-shirts, wristbands and running vests. We work closely with each Air Ambulance to make sure that all of the products meet their exact specification and are promoting their cause as effectively as possible.





## Point of Sale

We love coming up with creative solutions to briefs. There is so much Point-of-Sale merchandise out there, so why not let us work with you to design items that are unique and stand out?

We have worked with a number of charities to design pin badges, wristbands, trolley coin keyrings, bracelets, till point display boxes, and posters, to name but a few. We believe POS items are an absolute must have for any campaign.



## Online Shop

We work closely with a number of charities to source and supply products for their online shops.

We are happy to share our knowledge of the market and help guide you so that you make the right choices for your online shop. We also know that storage space is limited within some charities, so we can also store your items in our secure warehouse free of charge, and ship them out when needed. We even ship to Australia!





## Coffee Mornings

Coffee Mornings, Bake Sales and Tea Parties are just some of the bespoke events volunteers can hold in order to raise those vital funds and to create awareness of your charity.

We've noticed a huge demand for items and products to support these types of events and are on hand to cater for all of your baking/cooking/tea party needs! Some of our most popular items for these events include aprons, cake stencils, cupcake cases, recipe cards and coffee cups.

Get in touch to speak to a member of our dedicated charity team today for further advice.



## Design for Print

Our committed in-house design team love a challenge! We have a young, award winning design team who have versatile skill sets and strong design backgrounds. From large campaigns to beautiful editorial pieces; sleek mobile app designs to stylish websites; developing products to Facebook adverts, you name it, they've done it!

As well as being experts in design and printed literature, they've also branched out into the world of digital design.

They will not only meet your brief, but aim to go above and beyond to give you the best possible solution.





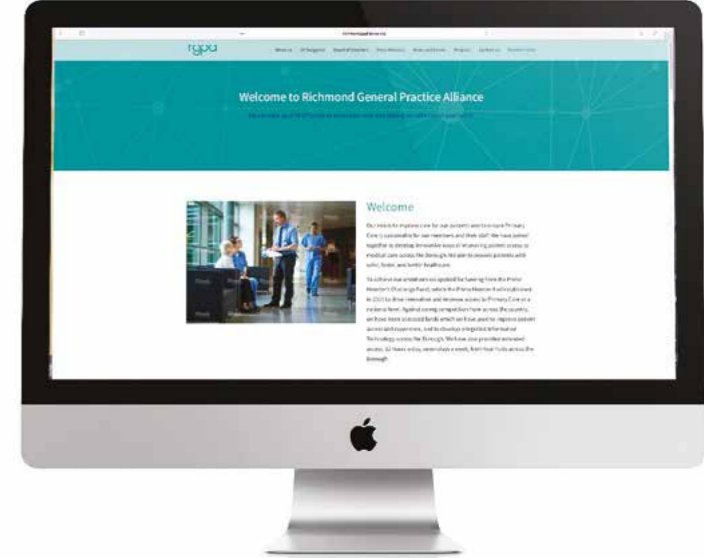
## Digital Design

Our design team have extensive knowledge of designing for a variety of digital platforms.

When it comes to social media we are pretty savvy, and we can hold our hands up to being serial tweeters and crazed hashtaggers.

When it comes to developing an effective and impactful online presence, utilising the most effective online and digital platforms to compliment your brand or campaign is key.

We have extensive knowledge when it comes to designing sleek and stylish websites that are not only easy to navigate but are responsive.

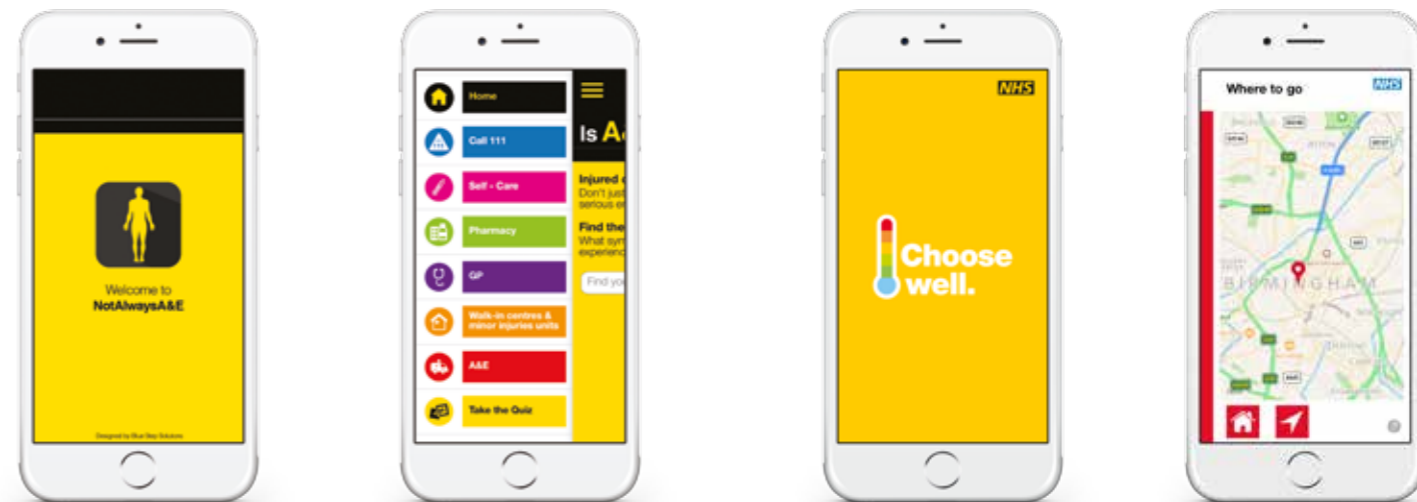


## App Development

An area of the marketing and design industry that's currently thriving is mobile app development. We saw an opportunity in this boom for our clients and decided to get involved.

Blue Step can offer full app design and development facilities. We've already developed a number of apps which have collectively generated thousands of downloads across several app markets. One of our most well known clients, the NHS, are winning national awards and yielding thousands of downloads on apps created in partnership with Blue Step. Tracking your downloads and data analysis is just another service we offer, so feel free to enquire if you think an app might be your next step to engage your supporters further.

New to mobile apps? Our creative development team and dedicated account managers would love to give you a brief introduction.





## Unusual Products

Don't be afraid to try something a little different! There are some really engaging ways to get your name out there in a fun and interesting way. Ask our team about what 'unusual products' we can source and with our wealth of knowledge we can guide you on what will work best with your audience.

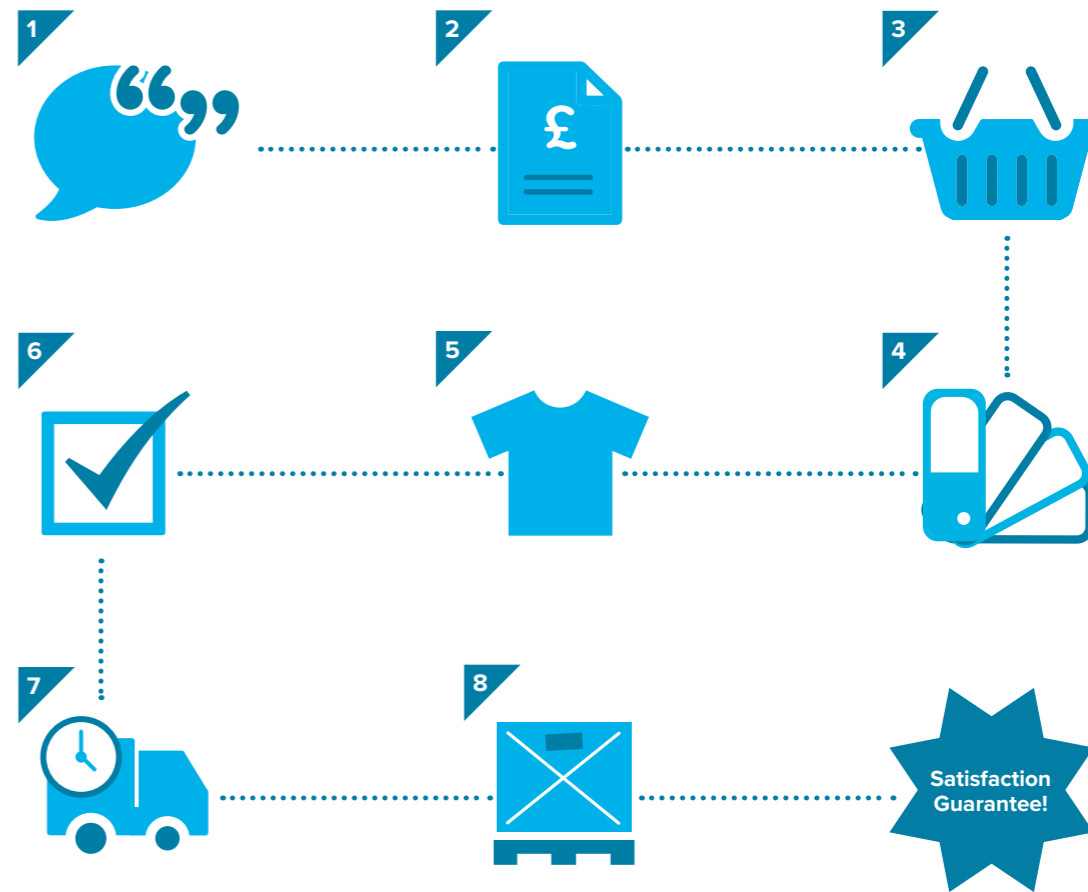
We've worked with some well known clients to evaluate their promotional needs and tailor what we produce to suit.

If you're unsure, our proactive team will offer suggestions based on their experience and if they feel something a little more 'out there' might work for you.



## Charity Process

1. Initial consultation either by email, phone or in person to discuss your project.
2. We will provide you with a competitive quotation to fall in line with your brief.
3. You place your order.
4. Our talented and dedicated in-house design team will produce the artwork to match your brand guidelines.
5. A pre-production sample will be produced where possible.
6. The pre-production sample is signed off/ another sample is produced until you are 100% happy with the final product.
7. We will send your order to mass production and deliver to you within the lead time promised.
8. We also offer free storage if required.





## Ethical Sourcing

Blue Step only work with a select number of factories in both the UK, Europe and in the Far East. We carry out due diligence procedures to ensure that the factories meet our expectations and are proud of our ethical code of practice. We have worked hard to establish a great relationship with all of our factories whom we have dealt with for a number of years.

We know that an ethical and green practice across the supply chain is something all charities need to be aware of, which is why all of our factories are fully audited and conform to our strict code of ethical trading – we can even provide the documents for you if you need them. We're also able to provide a wide range of charity merchandise manufactured from eco-friendly materials.











# HOLD YOUR HORSES!

Can't find what you're looking for? We at Blue Step **love a challenge!** If you've got an idea, then we can make it happen. Our team are on hand with extensive knowledge and advice to find the perfect solution for you.



Blue Step  
Tithe Barn  
Blisworth Hill Farm  
Stoke Road  
Northampton  
NN7 3DB



## Contact Us

Blue Step is situated in the picturesque village of Blisworth. Based on Blisworth Hill Farm, we are surrounded by beautiful countryside and with good travel links to both London and the North, you really do get the best of both worlds. Why not pop in for a cuppa sometime? Apparently we make nice tea!



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[www.bluestepsolutions.com](http://www.bluestepsolutions.com)



Blue-Step-Solutions



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Blue Step Solutions Limited



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MADE WITH  
**LOVE & CARE**



Charities



Corporate



Healthcare



Outdoor & Education