

**SPORTS ARE BACK...**

**WIN THE BASEBALL AND  
SOFTBALL BUSINESS**

---



# AGENDA

---

- Uniforms and How To Decorate
- Printing Caps for Free
- Numbering Options
- Team Spirit wear
- Events
- Team Practice Gear



# UNIFORM CHOICES

---

- T-shirts for T-ball/youth leagues
- Polyester solid/color block
- Decorated styles
- 2 Button henley
- Full button





# T-SHIRTS

---

Product choice:

1 or 2 color – Goof Proof

Shirts will have:

- full front common league order
- each team a different color
- number on back
- sponsor above number



Easy Prints® Layout QBA-342

## TIP: SPONSORS

---

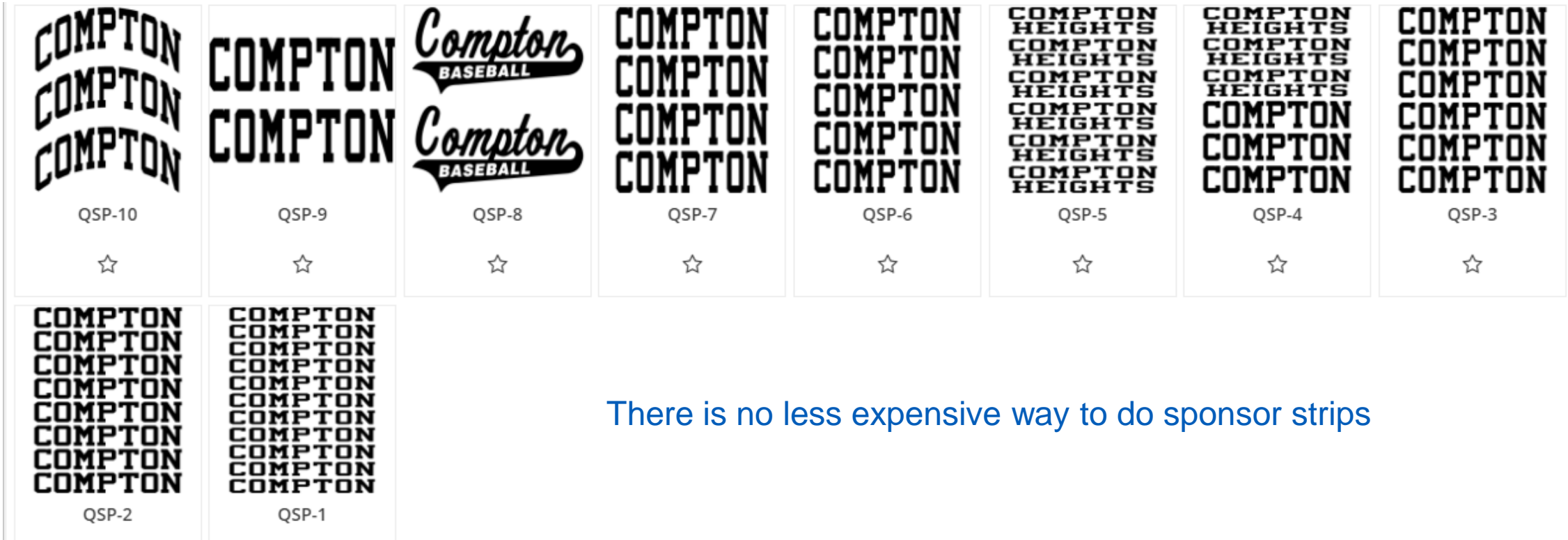
### Use the Sheet

- Put all teams that are the same ink color together
  - Set up white ink sheet
  - Set up black ink sheet
- Any isolated ink colors, ie if one team is orange ink, use Express Names™



## TIP: SPONSOR LAYOUTS ALREADY BUILT IN EASY VIEW

---



There is no less expensive way to do sponsor strips

## PERFORMANCE T'S

---

- Typically 100% polyester
- Adult and youth
- 1 or 2 color – use Elasti Prints®  
(low temperature application  
reduces scorching)
- Uniform consists of
  - Team name on front
  - Player name on back
  - Number on back



Easy Prints layout MAS-187



## BASIC UNIFORMS

---

- Typically 100% polyester
- Adult and youth
- 1 or 2 color – use Elasti Prints  
(low temperature application  
reduces scorching)
- Full color – UltraColor™ Soft
- Uniform consists of
  - Team name on front
  - Player name on back
  - Number on back
- Augusta Full Force 1682ASG





## 2 BUTTON HENLEY

---

- Typically 100% polyester
- Travel teams
- 1 or 2 color – use Elasti Prints  
(low temperature application  
reduces scorching)
- Full color – use UltraColor Soft
- Uniform consists of
  - Team name on front
  - Player name on back
  - Number on back
  - League logo



# FULL BUTTON

---

- Little more difficult application





## TIP: NAMES

---

Even if you don't get the league order, offer a name service and charge \$3-\$5 per shirt

With your cost under \$2, names are a very profitable service

And Names are on sale March 2021!  
\$5 off every \$50 you spend - **TNAME5**



# NUMBERS

---

- 4, 6, 8 and 10"
- Sold in 5 packs, team packs and league kits
- Available in Goof Proof (Champ) for cotton and poly/cotton blends
- Available in Elasti Prints (Champ Pro) for 100% polyester
- Available in AquaTru (Aqua Champ) for nylon, lycra and spandex
- Apply in just seconds
- Easy to align – touch the paper edges together





# NUMBERS

---



## SMALL NUMBERS

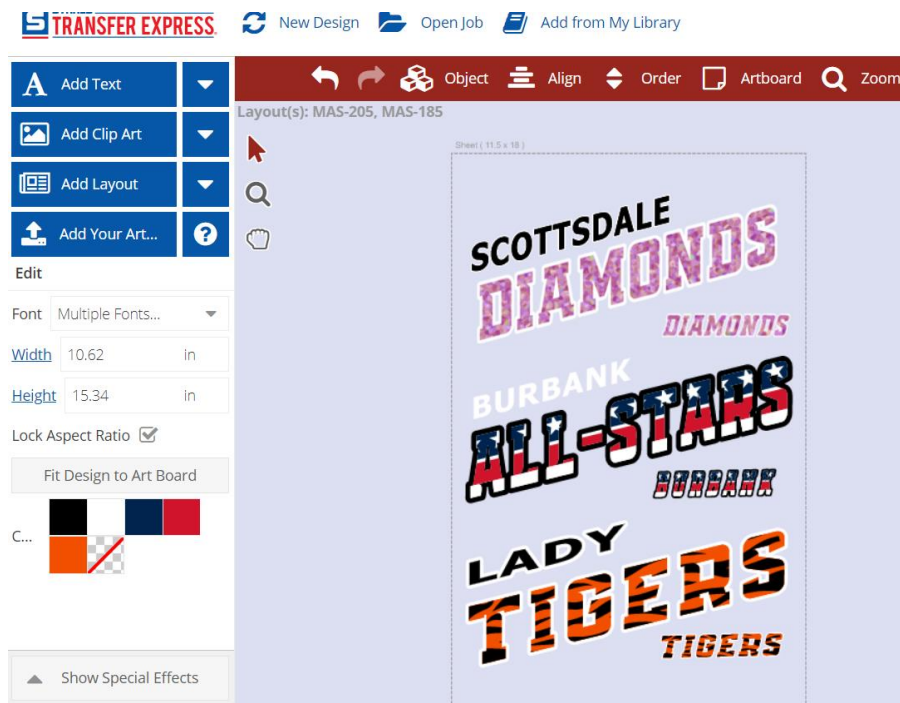
---

- Use Express Names ordering
- Sizes: 1, 2, 2.5 and 3" sizes
- If ordering 1" numbers, you can fit 8 in a row.
- At the 2" size, you can fit 12 digits.
- At the 2.5" size, you can fit 10 digits.
- At the 3" size, you can fit 8 digits.



# CAPS PRINTED FOR FREE?

- Add a cap print to the same sheet and print for free
- Print extra to sell to Mom and Dad







## TOURNAMENTS

---

- Use full color
- Make this a must have design
- Find out how many participants, figure at least 10% will buy





## TOURNAMENT TIPS

---

- Take the press with you.  
You never know when weather will cancel or reduce the numbers of the event (or a pandemic hits)
- Carry one event shirt  
Front - themed for the event  
Back - list of participants
- Have add-ons available: numbers, mom, dad, positions, phrases

- Download the free ebook: **10 Things to Know About Heat Printing at Events**

<http://bit.ly/onsite-heat-printing>



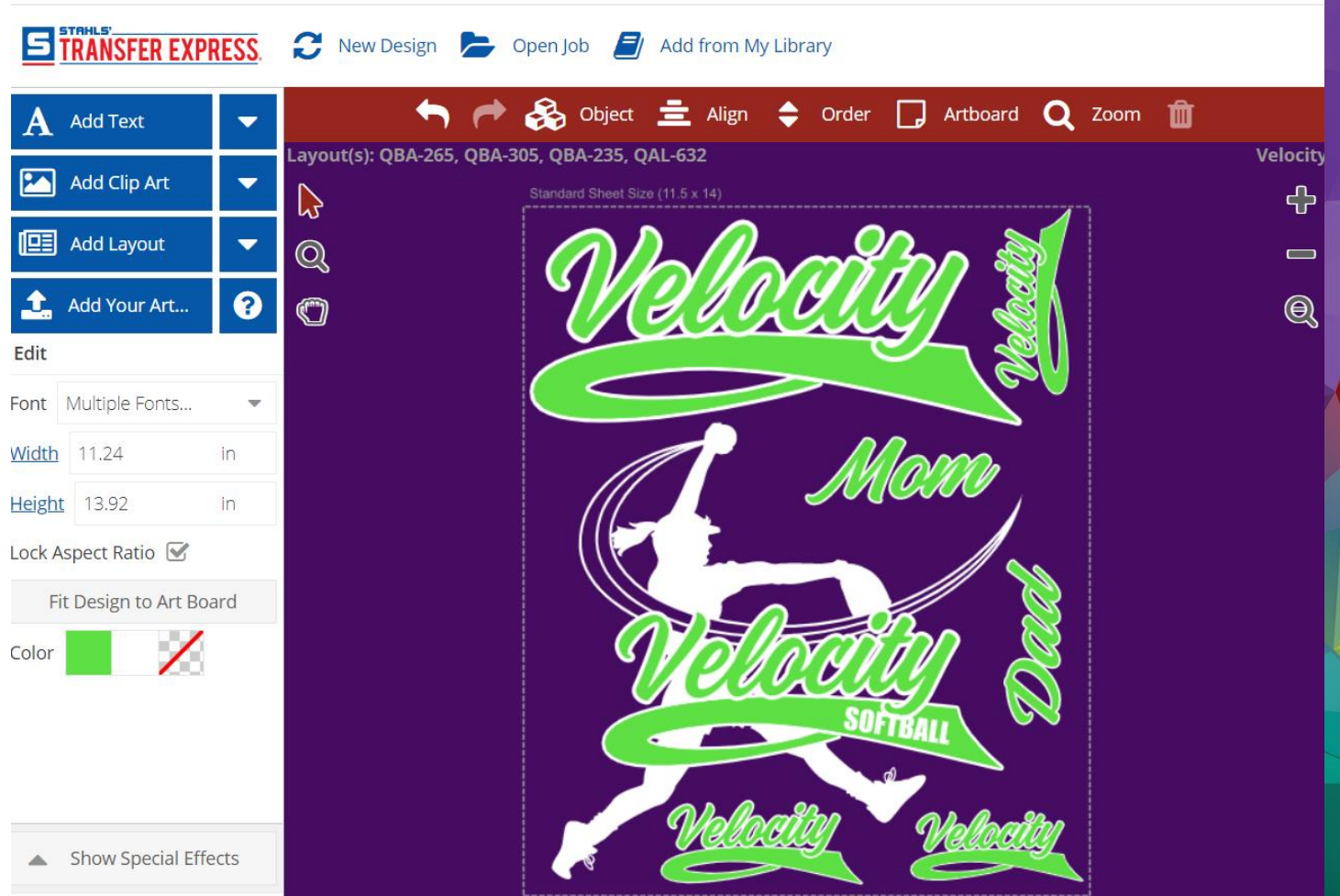
## PRACTICE GEAR

---

- Performance wear
- Team t-shirts
- Team roster shirts
- Shorts
- Bat bags
- Personalized slides (sandals)
- Helmet decals
- Window decals

# HOW TO SET UP A GANG SHEET

- Use the design center at TransferExpress.com
- Click an “Add” button (text, font, layout or your art)
- Position and size on art board
- Repeat add and position steps until the sheet is filled
- Choose how many of that sheet set up you need (5 sheet minimum)





# SPIRIT WEAR

---

More profitable than the league itself

Larger sales – every child playing often has 2 parents plus grandparents ready to buy and support the team

Run as fundraiser for the league giving percentage of sales to the league

Use traditional flyer – you pass out and return or use Ecommerce platform





# SPIRIT SALE

---

Stahls' solution to the ecommerce world

Annual flat fee – no hidden charges or cost per sale

Unlimited amount of stores – create one for each team, one for the league. Also use for corporate wear and schools. Pays for itself quickly



# PLAY BALL

---

Welcome back



# Thank you for attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

- Email us: [info@transferexpress.com](mailto:info@transferexpress.com)
- Call us: 1-800-622-2280
- Read and Subscribe to our Blog - [blog.transferexpress.com/](http://blog.transferexpress.com/)
- Watch our videos and previous webinars - [TransferExpress.com/Webinars](http://TransferExpress.com/Webinars)
- Visit our website: [TransferExpress.com](http://TransferExpress.com)
- Visit us at Trade Shows
- Connect with Us on Social Media
- Watch us on YouTube