



Are You Ready For Football?

Ideas & Tips to Get You (& Your Heat Press) Fired Up!



Presented By:





Today's Agenda

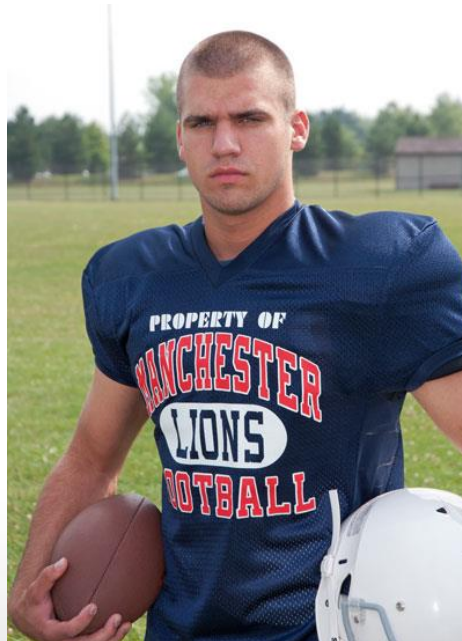
- Football Season – all the possibilities- who, what, where?
- Players – on and off the field
- Fan Wear – for all seasons
- It's not just football during football season – other opportunities
- Tools to help you along the way
- Be unique for profits



Football Season Opportunities

Who wears football apparel?

- Team: players, coaches, team staff
- Fans: Grandma all the way to the die-hard tailgater
- Staff: ticket sales, concessions, ushers, parking attendants
- Powder puff/flag football: recreational leagues, schools, gyms, organizations, fundraisers





Football Season Opportunities

What to print:

- The possibilities are endless
- Don't stop after the team uniform
- Uniforms, T-shirts, tailgating apparel, outerwear, banners, you name it!

Where to sell:

- Your store and/or online
- Schools/school team shop
- Game day – get permission to print/sell on site at the game/tailgating (offer a percentage of sales to the boosters if you need to)



Check our blog and social media
for this infographic checklist

Custom Printed FOOTBALL APPAREL Checklist

- Players - Game Day**
 - ☐ Game jerseys (don't forget names and numbers!)
 - ☐ Uniform pants
 - ☐ Shoes
 - ☐ Gloves
 - ☐ Socks
 - ☐ Hand towels
 - ☐ Hand warmer pouch
- Players - Practice/Work-Out**
 - ☐ Practice jerseys
 - ☐ T-shirts
 - ☐ Sweatpants
 - ☐ Hoodies
- Fans**
 - ☐ T-shirts
 - ☐ Hoodies
 - ☐ Sweatpants
 - ☐ Polo shirts
 - ☐ Rally towels
 - ☐ Caps
 - ☐ Winter hats
 - ☐ Gloves
 - ☐ Scarves
 - ☐ Stadium blankets
 - ☐ Stadium cushions
 - ☐ Umbrellas
 - ☐ Foam hands
 - ☐ Jackets
 - ☐ Player replica jerseys
 - ☐ Tote bags
 - ☐ Can coolers
 - ☐ Coolers
 - ☐ Canvas folding chairs
 - ☐ Banners
 - ☐ Window clings
 - ☐ Alumni wear
- Stadium Staff**
(Ticket sales, concessions, ushers, entrance staff)
 - ☐ T-shirts
 - ☐ Polo shirts
 - ☐ Caps
 - ☐ Aprons
- Team Staff**
(Coaches, ball/water boys, trainers, medical staff)
 - ☐ Polo shirts
 - ☐ Jackets
 - ☐ T-shirts
 - ☐ Caps
- Powder Puff**
 - ☐ T-shirts/Jerseys
 - ☐ Flags
 - ☐ Banners

STAHLS TRANSFER EXPRESS



Players: On the Field

Uniforms

- Game uniforms - jersey and pants at the very least
- Practice uniforms – more basic, probably a simple front print with numbers
- Don't forget base layers under the uniform, usually performance wear

Names and Numbers

- Perfect Pairing – just line up the name and number edges for 1 press and easy alignment!

Tip: use Elasti Prints® ink formula for performance wear. It applies at a low temperature and stretches with the apparel.





Players: The Uniform

Heat Print The ULTIMATE Football Uniform

Ex: Division Champions, Team Anniversary, or Memorial Logo

Optional Logo
QAL-492

Mascot Logo
X2B-27

Shoulder Numbers
4" Champ Number Style

Flag Sleeve Print
Stock Transfer Flag Packs

Team Captain Print
2.5" Full Block Peel & Press Letters

Team Name
QAL-328

Front Numbers
8" Champ Number Style

Logo on Thigh
X2B-27

Shoe Print
QAL-226 Using CAD-PRINTZ™ Opaque

Numbers on Thigh
2.5" Full Block Numbers Using Peel & Press Letters/Numbers

Player Name
2.5" Full Block Express Name™

Numbers
10" Champ Number Style

Customize Team Uniforms to Look Like the Pros - All With Just a Heat Press!

STAHLS' TRANSFER EXPRESS
www.TransferExpress.com

Social media icons: Facebook, Twitter, RSS, Google+, Pinterest, YouTube

- Basic all the way to the look of the pros
- Increase the apparel value with extra printing
- Use your transfer sheet space for extra prints for no extra cost
- Use flag packs, Peel & Press Letter sheets

Infographic available on our social media pages



Players: The Uniform

Get creative with add-on sales

- Gloves – big trend with professional players – recreate with digital prints
- Shoes – use the shoe platen to print shoes
- Hand warmers, socks, hand towels, etc.

Shoe Platen



Replicate the professional trend with team names/logos.

Tip: test your particular materials for heat printing compatibility





Players: Off the Field

For practice and work outs

- Base layers, T-shirts, hoodies, shorts, sweatpants, etc.





Coaches and Staff

For practice and games

- Polo shirts, jackets, visors, caps, T-shirts, hoodies, shorts, sweatpants, etc.





Fans: All Types

For all types of fans

- Variety of apparel
- Grandma, Mom, & Baby
- The trendy type
- Die hard fans/tailgating
- Alumni





Fans: All Weather

For all types of weather

- Hot/sunny – T-shirts, caps, shorts
- Cloudy/cooler – hoodies, jackets, sweatpants
- Cold/snow – hats, gloves, scarves, stadium blankets
- Rain – umbrellas, rain coats





Fans: The Die-Hard

Tailgating fans

- Lawn chairs, coolers, grill mits, can coolers, foam hands, rally towels, replica jerseys, tote bags, banners, window clings, flags, stadium cushions/seats





Powder Puff/Flag Football

Jerseys, T-shirts, shorts, banners





Game Day Staff

Ticket sales, concessions, ushers, parking attendants

- Polo shirts, T-shirts, jackets, umbrellas, aprons, caps, signage banners





Football Season: Cheerleading

With football season comes cheerleading

- Uniforms, warm-ups, cinch sacks, T-shirts, banners, flags, shoes



Check our Facebook page, Stahls' Transfer Express, for this infographic



Football Season: Band

With football season comes marching band

- T-shirts, jackets, polo shirts, banners, and tuba covers!

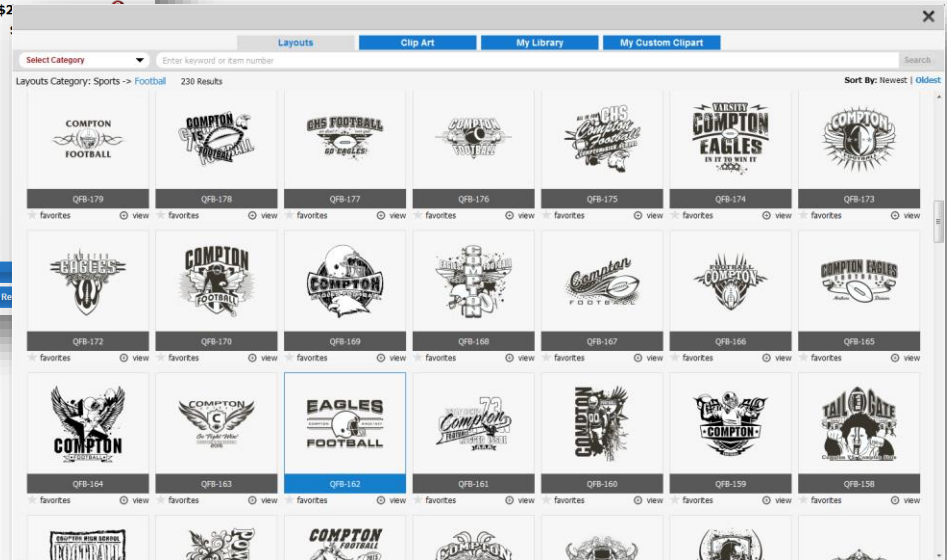
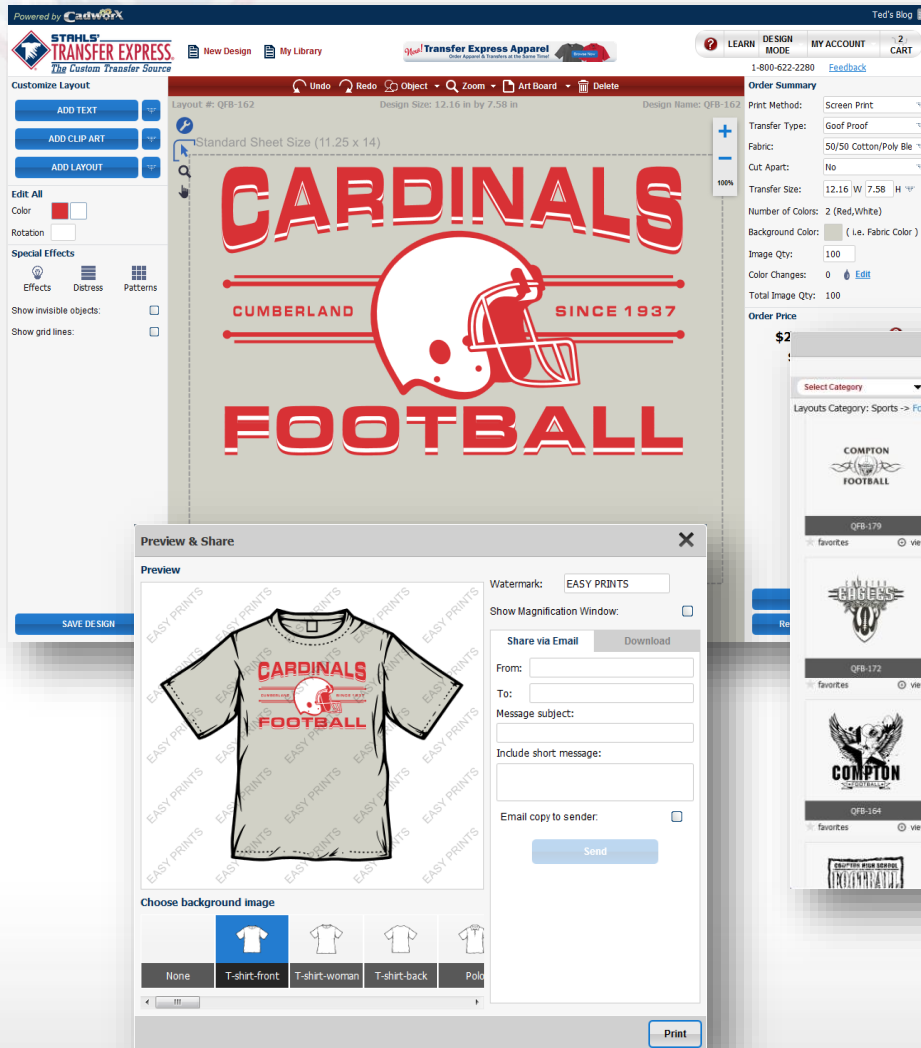




Need Art?

Easy View® online designer



- Easy to use, no art background needed
- Preloaded with 5000 layouts, 7000 clip art and 120 fonts
- Create custom art proofs in seconds





Sales Flyers

**Westwood High School
Football Fundraiser**



Design #1 Design #2

T-Shirts \$12.00 each & Hoodies \$20.00 each

Colors Available: White ink, Orange ink

Sizes available:
Youth Small, Youth Medium, Youth Large, Adult Small, Adult Medium, Adult Large, Adult XL

Name _____ Homeroom _____

T-Shirts - \$10.00 Each

Quantity _____	Color _____	Size _____	Design# _____
Quantity _____	Color _____	Size _____	Design# _____
Quantity _____	Color _____	Size _____	Design# _____

Hoodies - \$20.00 Each

Quantity _____	Color _____	Size _____	Design# _____
----------------	-------------	------------	---------------

Total Enclosed: _____ Tom's Graphic Tees • Your Phone# Here

- Use Easy View to create art quickly for sales presentations
- Limits choices
- Makes it easy for your customer to get group orders (teams, schools and organizations)



Custom Clip Art



- Add your unique clip art to YOUR Easy View
- Saves money if you will use the same art in two or more orders



Printing Strategies

- Screen printed transfer prices are by the sheet
- Sheet size 11.25" x 14" – fill the sheet as much as possible for multiple sales
- Plan ahead - add smaller designs for caps, can coolers, etc. onto another order and you get the smaller prints for free!
- Choose rectangular designs that can fit 2 or 3
- Slight reduction in size may allow two to fit
- Free printing space

Example shown: print 6 items from one sheet!

- | | |
|------------|--------------------------|
| 1. T-shirt | 4. Polo shirt |
| 2. Cap | 5. Can cooler |
| 3. Shorts | 6. Pair of winter gloves |

Full Size Shirt
QFB-162



Cap
QFB-142



Polo Left Chest
QFB-59



Shorts
QFB-116



Can Cooler
QAL-294



Winter Gloves
X2B-27





Number Calculators

Number	Packs of 5 Digits			Express Pack		Number Kits	
	Packs	Used	Extra	Used	Extra	Used	Extra
0	<input type="text" value="2"/>	10		10	20	10	5
1	<input type="text" value="16"/>	80		80	10	80	40
2	<input type="text" value="4"/>	20		20	10	20	10
3	<input type="text" value="4"/>	20		20	10	20	10
4	<input type="text" value="4"/>	20		20	10	20	10
5	<input type="text" value="4"/>	20		20	10	20	10
6/9	<input type="text" value="4"/>	20		20	40	20	10
7	<input type="text" value="2"/>	10		10	20	10	5
8	<input type="text" value="2"/>	10		10	20	10	5
Totals		210	0	210	150	210	105

Your number order calculations

	42	5 Packs		<div>6</div>	Express Packs	<div>1</div>	Number Kits
	Price \$60.90			Price \$95.70		Price \$78.00	
Select One	<div><input type="radio"/> Number Packs</div>		<div><input type="radio"/> Express Packs</div>		<div><input type="radio"/> Number Kits</div>		



Be Unique for Profits

Be creative!

- Offer items/designs/phrases that they can't get anywhere else
- Creates buzz – gets people talking
- Creates unity and excitement for a team and fans
- Creates demand
- Creates awareness for your company/brand

Unique replica jerseys for fans

- Find out who the stars are on the team along with their nicknames and numbers
- Create these jerseys for fans



Offer customization on site with Peel & Press letters

- Let fans put their own name/number on the back of the team jersey





Conclusion

Go to www.TransferExpress.com/Webinars for a copy of today's webinar slides.

Do you have more questions??

- Email us – info@transferexpress.com
- Read our Blog
- Watch our videos and previous webinars
- Trade Shows
- Social Media

Contact us:

Phone: 1-800-622-2280

Fax: 1-800-833-3877

Email: info@transferexpress.com

Web: TransferExpress.com

Our Blog: <http://blog.transferexpress.com/>





Thank You for Attending

Next Transfer Express Webinar

- 5 Reasons to Heat Print Even If You Screen Print
- Thursday September 10
- 2:00 PM - 3:00 PM

What topics would you like to see covered in a Transfer Express webinar?

Email them to: info@transferexpress.com



STAHL'S
TRANSFER EXPRESS®

www.TransferExpress.com

1-800-622-2280

