

#### **Contacts for Baseball Orders**

- City Recreation Department
- Little League
- Schools (Summer teams)
- American Softball Association (ASA)
- Cal Ripken Baseball
- Continental Amateur Baseball Association (CABA)
- Nations Baseball
- Babe Ruth League
- USSSA
- Dixie Youth Baseball
- Junior Baseball Association
- Travelball Select
- USABL





#### **Traditional Differences**

Recreational Teams	Travel Teams
Run By City-Bid Process	Run by Private Individual
Multiple Teams in Order	One team in Order
Low Cost Uniform	Bigger Budget
Tight Deadline	Tight Deadline
Possible Opportunity for Spirt Wear	Huge Opportunity for Spirit Wear
Uniform Only	Opportunity for add-ons
Common Logo-large quantity order	Each Team Has Its Own Logo-15/20
Sponsor on each uniform	May not have sponsor on uniform
Number on Uniform	Number on Uniform
Printed Cap	Embroidered or Printed Cap
Bid doesn't include Personal Name	Name on Uniform



### City Bid Process

#### REQUEST FOR SEALED BID

The City of San Juan is requesting sealed bids for Athletic League Uniforms and T-Shirts. Bids are to be addressed to Carmen Gonzalez, Purchasing/Risk Manager, City of San Juan, 709 S. Nebraska Ave, San Juan, Texas, bids will be received on Wednesday, August 27, 2014, until 10:00 a.m., at which time they will be taken to the City Hall Conference Room and will be read aloud.

REQUEST FOR SEALED BIDS
FOR ATHLETIC LEAGUE UNIFORMS AND T-SHIRTS
BID #14-25-08-27
PURCHASING DEPARTMENT
CITY OF SAN JUAN
709 S. NEBRASKA AVE.
SAN JUAN, TEXAS 78589-2649

Specification can be obtained by calling the Purchasing Department 956.223.2200, by picking them up at the San Juan City Hall, 709 S. Nebraska, San Juan, Texas between the hours of 8:30 a.m. – 4:30 p.m., Monday thru Friday, or by downloading them from the City's web-site, <a href="https://www.cityofsanjuantexas.com">www.cityofsanjuantexas.com</a>.





### City League Run By Volunteers

- •Look online for who runs the league
- •Find out what uniforms looked like last year
- Contact directly with written proposal
- •Be Visual—show art, sponsors, number all on the shirt



### Parts of A Team Uniform



Team Name/Team Logo for the Front



Player Name



Sponsor Name



Player Number



League Name

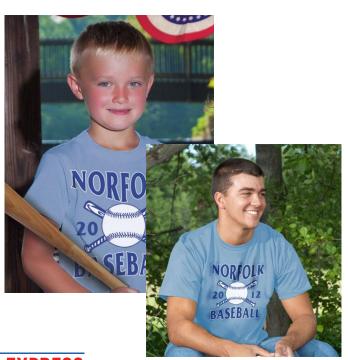


Flag



The Custom Transfer People

Bid Process Tips to Keep Your Costs Low

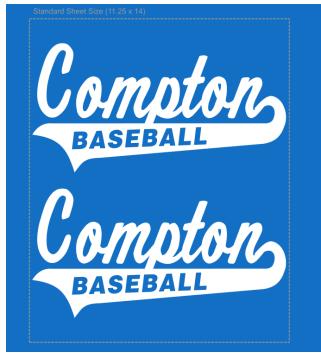


Use one size print for all size shirts

Measure the print area of the smallest shirt

Gains advantage of quantity breaks

### Bid Process Tips to Keep Your Costs Low



Choose a Layout that is rectangular in shape

You can fit 2 per sheet

Cuts print cost in half

Bid Process Tips to Keep Your Costs Low



Sponsors
Much less to do
text strips rather
than logos



Bid Process Tips to Keep Your Costs Low





QSP-6



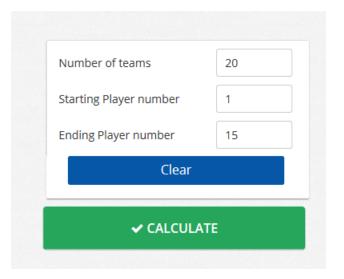
QSP-3



The smaller the font size the more that you can fit on a sheet=lower print cost



### Bid Process Tips to Keep Your Costs Low



Buy numbers in bulk (money saving kits)

Use number calculator to figure out need

•Number order over \$500-additional 15%

discount







### Bid Process Tips to Keep Your Costs Low



- Deliver On Time
- •Under Promise, Over Deliver
- Pack with Spirit wear info and your company information

### Bid Process Tips to Keep Your Costs Low



Include offer to add names to the printed uniforms

Average price \$5 per shirt

Names cost \$1.75

Apply in 4 seconds

#### **Travel Teams**

- Bigger Budgets
- Longer Season/More Games
- •Logo will be 2 or more colors



#### **Travel Teams**

- Often have two sets of jerseys
- Use Color Change to offer this option
- Often choose 2 color number





#### **Travel Teams**

Will buy:
Bat Bags
Jackets
Performance Wear







## Where the Money Can Be Made

For both-travel and recreation teams the money is to be made in Spirit Wear for both the team and their families









## **Order Forms**



"Old School" Order Form

Easy to create (online templates available)

Easy to fill out

Keep it simple

Easy Distribution-Coach passes them out

Easy to manage Deadline

Payment with order-can handle

checks/cash

Low cost to make and print

The Custom Transfer People

### Team Sites



- Players in this area
   Team Uniform Orders
   Order My Gear
   Ink Soft
- Professional Look
- Automated Totals
- High Cost/Monthly Fee
- •Reach more potential customers
- Easy to sell a variety of items with the same print

## Work Order

We will email all that registered a copy of this customizable template



## Thank You for Attending

Do you have more questions?
Stay in touch. We're here to help you grow your business!

- Email us <u>info@transferexpress.com</u>
- Read and Subscribe to our Blog <a href="http://blog.transferexpress.com/">http://blog.transferexpress.com/</a>
- Watch our videos and previous webinars <a href="http://www.TransferExpress.com/Webinars">http://www.TransferExpress.com/Webinars</a>
- Visit our website: <u>www.TransferExpress.com</u>
- Visit us at Trade Shows
- Connect with Us on Social Media

Contact us: Phone: 1-800-622-2280 Fax: 1-800-833-3877



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# **Next Webinar**

- May 10
- 2:00 pm EST