

SPORTS ARE BACK...

**WIN THE BASEBALL AND
SOFTBALL BUSINESS**

S STAHL'S
TRANSFER EXPRESS



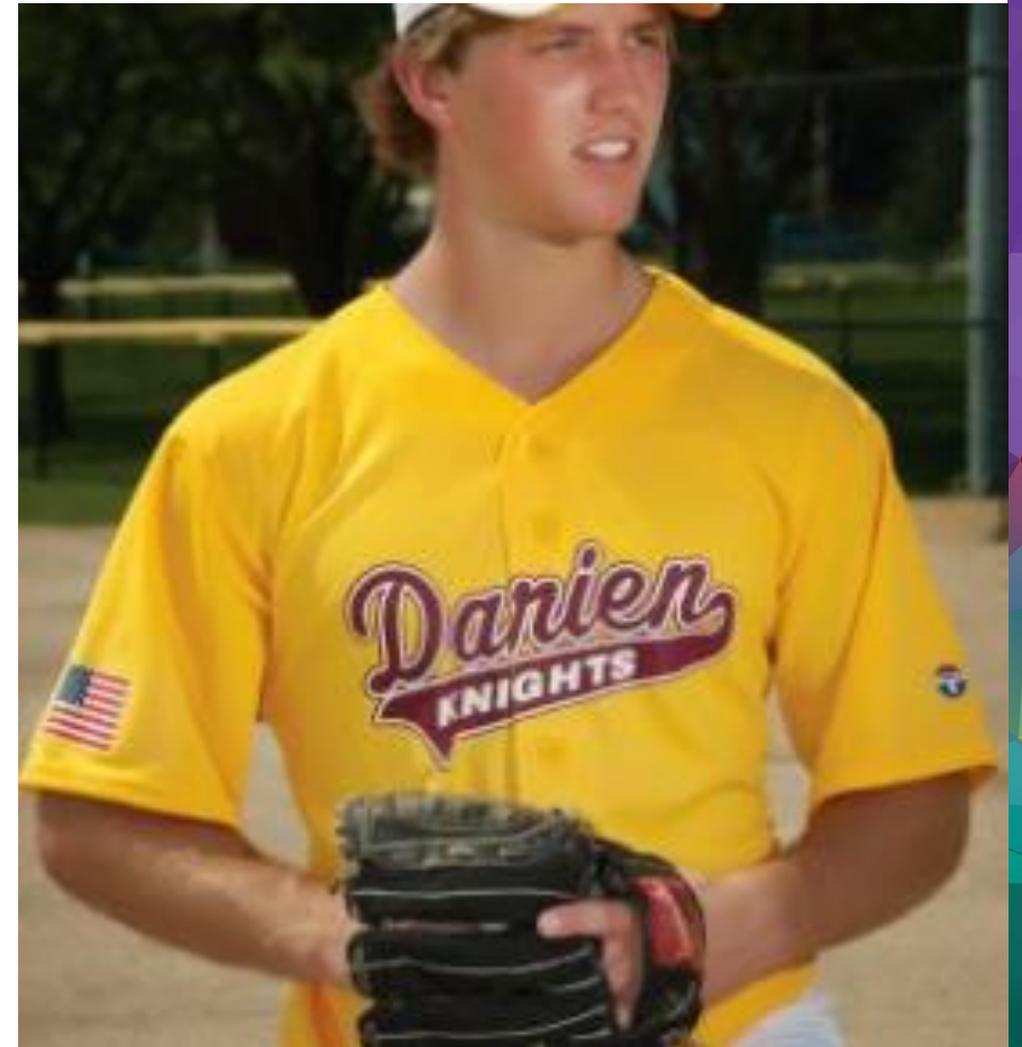
AGENDA

- 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

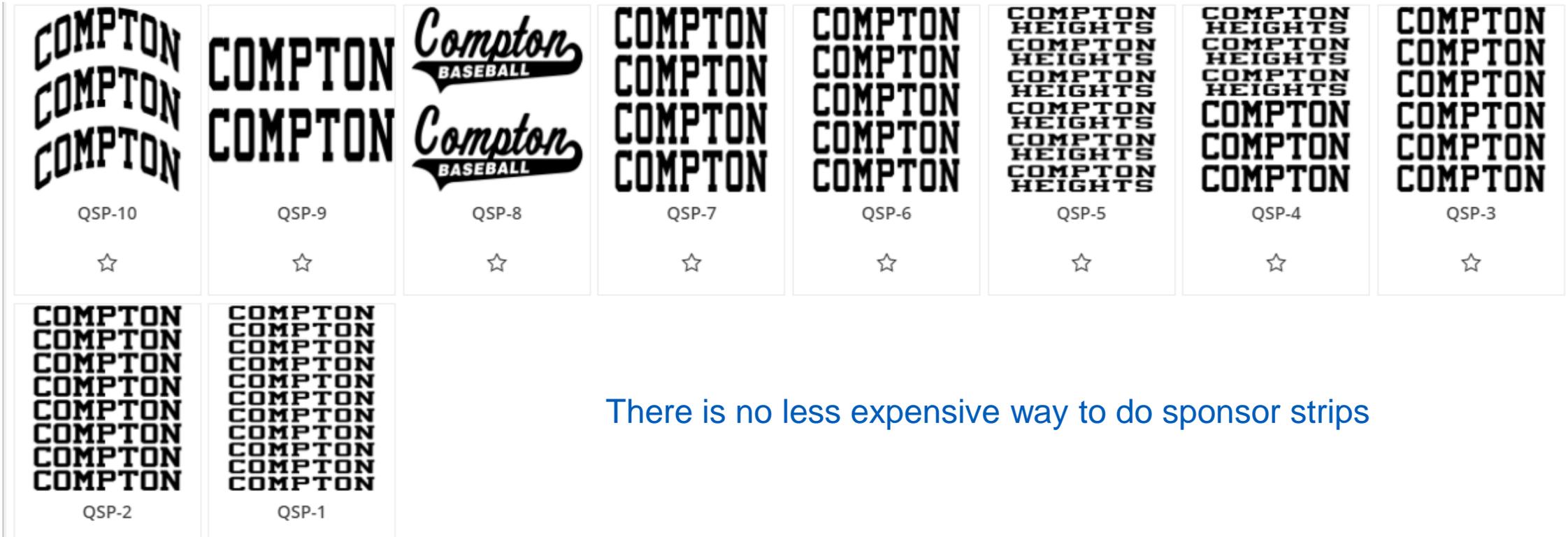
TIP: SPONSORS

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**

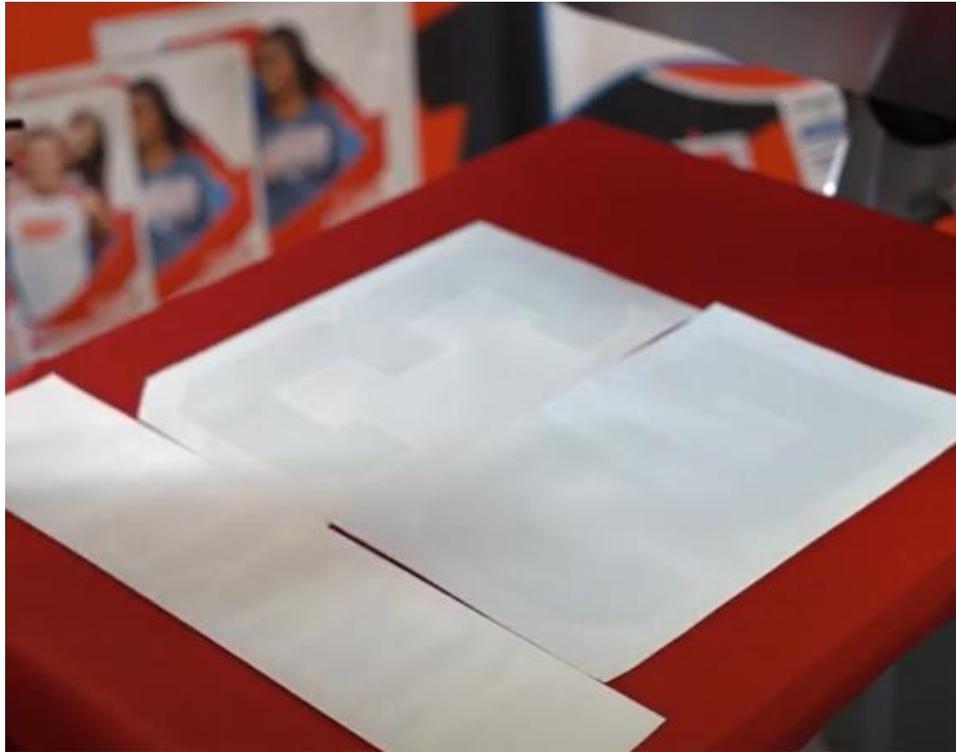


NUMBERS

- 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



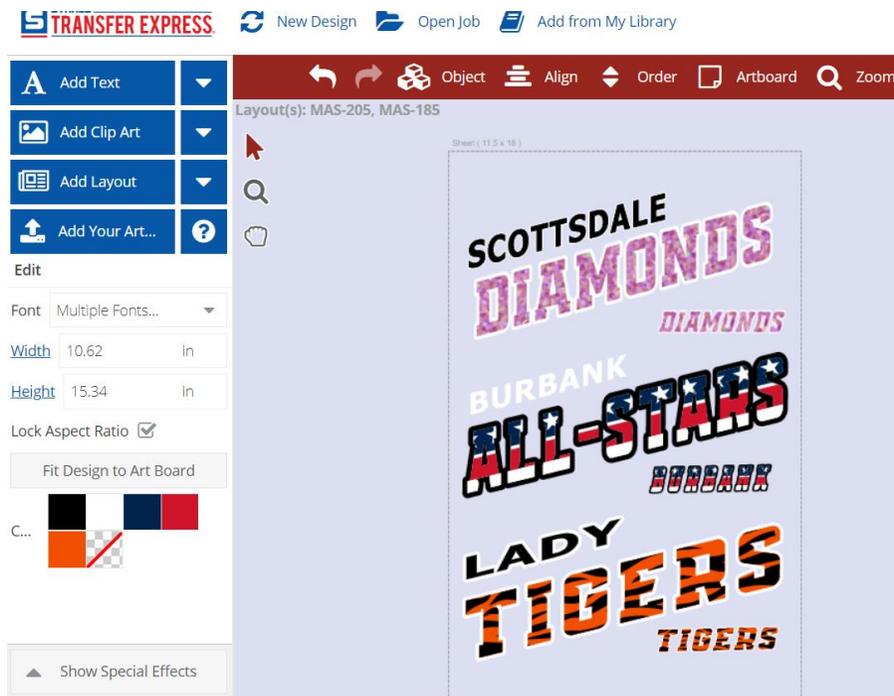
SMALL NUMBERS

- 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)

The screenshot displays the STAHL'S TRANSFER EXPRESS design software interface. At the top, there are navigation buttons: 'New Design', 'Open Job', and 'Add from My Library'. Below this is a toolbar with icons for 'Object', 'Align', 'Order', 'Artboard', 'Zoom', and a trash icon. The main workspace shows a design on a 'Standard Sheet Size (11.5 x 14)' artboard. The design features a purple background with a white silhouette of a softball player in mid-swing. The word 'Velocity' is written in a large, green, cursive font at the top, with a green swoosh underneath. Below the player, the word 'Velocity' is repeated in the same green cursive font, with 'SOFTBALL' in a smaller, white, sans-serif font on a green banner. The words 'Mom' and 'Dad' are written in a white, cursive font on the right side of the design. At the bottom, the word 'Velocity' is written twice in the green cursive font. The interface includes a left sidebar with 'Add Text', 'Add Clip Art', 'Add Layout', and 'Add Your Art...' buttons. Below these is an 'Edit' panel with a 'Font' dropdown set to 'Multiple Fonts...', 'Width' and 'Height' input fields (11.24 in and 13.92 in respectively), a 'Lock Aspect Ratio' checkbox, a 'Fit Design to Art Board' button, and a 'Color' selector. At the bottom of the sidebar is a 'Show Special Effects' button. The top right of the workspace shows 'Layout(s): QBA-265, QBA-305, QBA-235, QAL-632' and 'Velocity'.

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
- Call us: 1-800-622-2280
- Read and Subscribe to our Blog - blog.transferexpress.com/
- Watch our videos and previous webinars - TransferExpress.com/Webinars
- Visit our website: TransferExpress.com
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