# THE SCHOOL T-SHIRT BUSINESS





### **AGENDA**

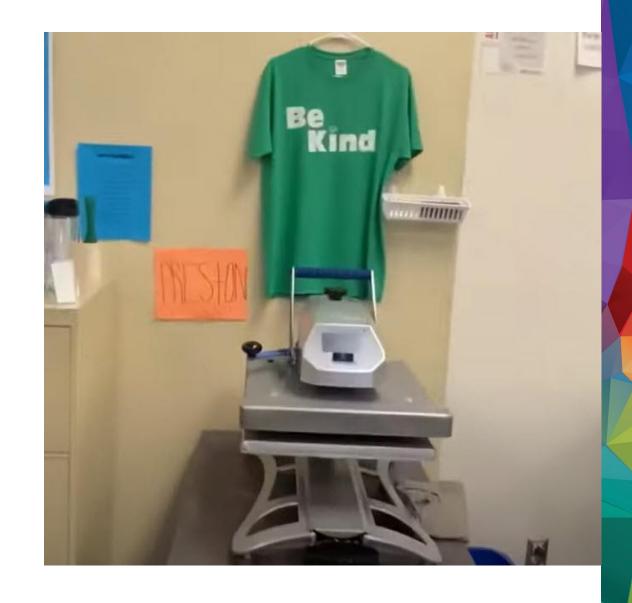
- What you need to set up a school t-shirt shop (or sell to schools)
- Selling your custom shirts
- The school market: different niches
   & opportunities to gain business
- Where to find and create custom art including mock-ups





# TOOLS YOU NEED TO PRINT/SELL CUSTOM SHIRTS

- All you need is a heat press!
- Shirts and transfers will be ordered once the sale is complete
- For t-shirt printing no other tools are needed. If you get into more advanced, you may need some basic accessories
  - Mouse pad or smaller platen for hoodies and bags





### HEAT PRESS CHECKLIST

- Volume
- Durability
- Accuracy
- Space
  - Clam vs Swing
- Portability
  - Use at events?

### **Comparison Worksheet**

<b>∀</b>	for "yes," leave blank for "no."	11	
<ul> <li>Is the heat press frame constructed from steel?</li> <li>Is it a weld free framework?</li> <li>Are there positive reviews?</li> <li>Does the press have at least a 1 year Warranty? <ul> <li>3 year Warranty?</li> <li>5 year Warranty?</li> </ul> </li> </ul>	A B C	<ul> <li>Temperature</li> <li>Does the press have a +/- 2 degree variance?</li> <li>Are heating elements spaced out within 2" of each other?</li> <li>Is the heat press platen at least 5/8" thick?</li> <li>Does the temperature reach 400°?</li> <li>Pressure</li> </ul>	A B C
Manufacturer  Does the company you're buying your heat press from have reliable customer service and tech support?  Do they provide troubleshooting resources online and over the phone?  Is the heat press made in the USA?		<ul> <li>Is the pressure read out digital?</li> <li>Is the pressure adjustment over the center?</li> <li>Is there even pressure on every corner of the platen?</li> </ul> Platens <ul> <li>Are there custom platens available for this machine?</li> <li>Can the lower platen be changed in less than 30 seconds?</li> </ul>	
<ul> <li>Are the time, temperature, and pressure readings digital?</li> <li>Does the timer reset automatically with each application?</li> <li>Does the press open automatically when the time is up?</li> <li>Is this press programmable?</li> </ul>		Load-ability  Is the machine 100% threadable?  Is the machine able to have a small shirt, bag, and the like split over the lower platen for loading?  Can I rotate my t-shirt or jersey while on the machine to print both front and back without wasting time reloading?	
BRANDS A		Each "yes" equals 1 pt., scoring 25 possible.  • 23–25 - Excellent  • 20–22 - Good  • 17–19 - Buyer Beware  • 16 or Less - Do not invest!	A B C



### THE SCHOOL MARKET SPIRIT SALES

- Largest orders
- Offered school wide
- Who to contact:
  - Booster Club (high school)
  - PTA/PTU
  - School Principal
  - Senior Class advisor
  - Student Council

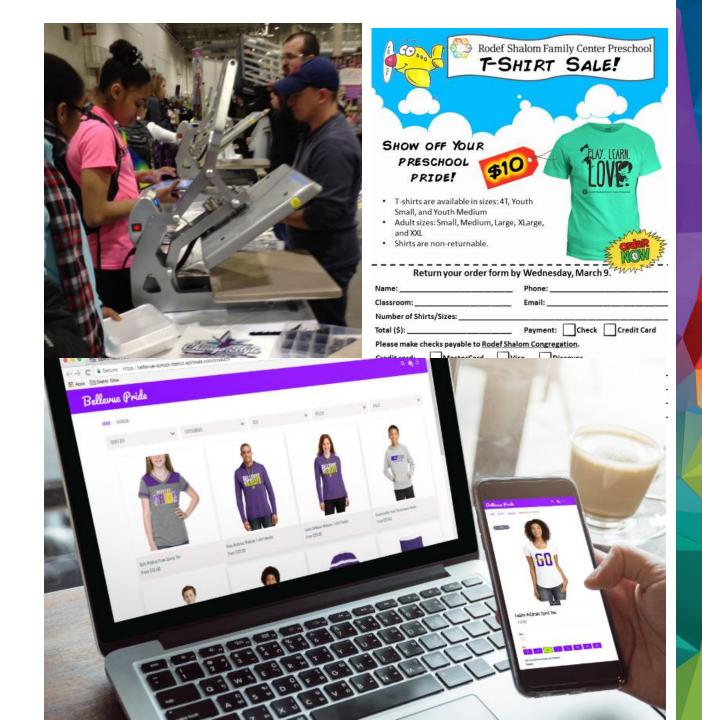






## THE SCHOOL MARKET SPIRIT SALES

- How to run a Spirit Sale
  - Traditional order forms
  - Online store
  - In person event





## THE SCHOOL MARKET SPIRIT SALES

- Onsite Spirit Sale Events
  - Sports events
  - Meet the teacher night
  - Orientation day





# THE SCHOOL MARKET SCHOOL UNIFORMS







### THE SCHOOL MARKET SCHOOL EVENTS

#### Events needing custom shirts:

- School Plays
- Field Day
- School Carnival
- Science Fair
- Spelling Bee
- Game Night
- Movie Night
- Ice Cream Social
- Homecoming
- Prom











### THE SCHOOL MARKET **CLUBS**

Film Club

Cooking Club

Foreign Language Club

Improv Club

Future Medical Professional Club

Soup Kitchen Club

Photography Club

Art History Club

Amnesty International Club

Mathletes Club

Robotic Club

Creative Writing Club

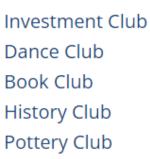
**Religious Clubs** 

Political Affiliation Clubs

Chess Club

Video Game Club

**Book Club** 









### THE SCHOOL MARKET FIELD TRIPS

#### The Places We will Go

- Zoo
- Aquarium
- Theater
- Washington DC
- New York City
- Natural History Museum
- Science Museum
- Planetarium
- Art Museum





# THE SCHOOL MARKET BAND/CHOIR

- Marching Bands
- Competitions
- Events (Parades / Festivals)







# THE SCHOOL MARKET GRADUATION

- Class Of 2023
- Seniors
- Class List
- Signature Shirts









# THE SCHOOL MARKET SPORTS

- Fall Sports
  - Football
  - Cheer
  - Volleyball
  - Cross Country
- Winter Sports
  - Basketball
  - Wrestling
  - Hockey
- Spring Sports
  - Baseball/Softball
  - Track
  - Lacrosse











# THE SCHOOL MARKET MORE THAN SHIRTS

- Caps
- Lunch Bags
- Backpacks
- Cinch Sacks
- Pencil Pouches
- Rally Towels







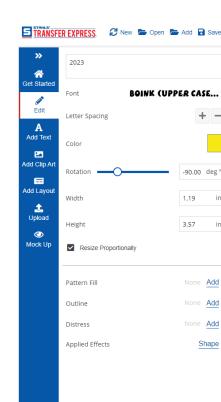


### **CREATING ARTWORK**

#### **Layout Categories**

- Class of
- Class Signatures
- General School
- Preschool
- Elementary
- Field Trips
- Collegiate
- Mascots
- Band/Choir
- Drama
- Dances
- Class Lists
- Sports

Clip art for most school mascots and sports







### **MOCK-UPS**

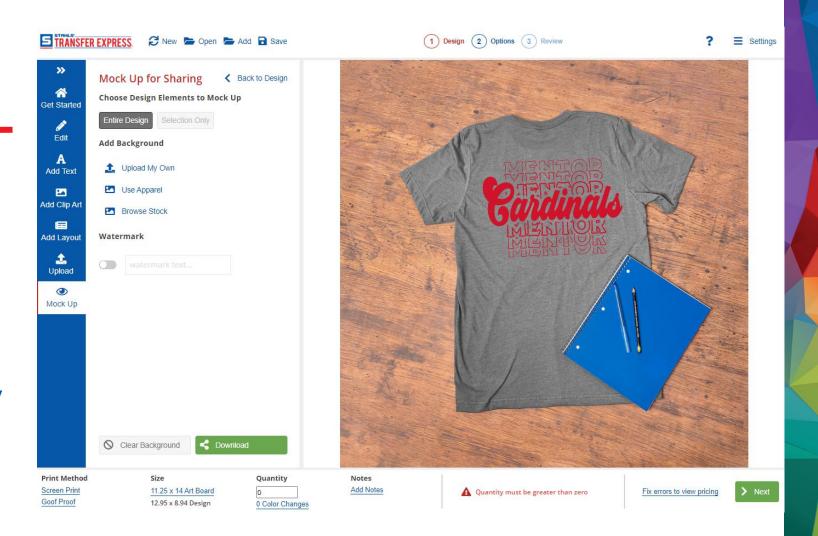
- Quickly give classes/committee's a choice
- Personalize presentations& close sales
- Vote on social for top pick
- Use on Etsy/ecommerce store
- Easy to create





### **MOCK-UPS**

- Easy View® Online Designer
- Use apparel catalog or upload your own photos
- · Watermark: On or Off
- Gang sheet or Selection Only





### TOAST TO TRANSFERS SCHOOL EDITION

\$35 FREE SHIPPING



Practice along with us!





# TOAST TO TRANSFERS SCHOOL EDITION

Special Mockup Pack offer included with Toast To Transfers Kit (Today Only)















### Thank you for attending

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

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