



# Are You Ready For Football?

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



Presented By:





# Today's Agenda

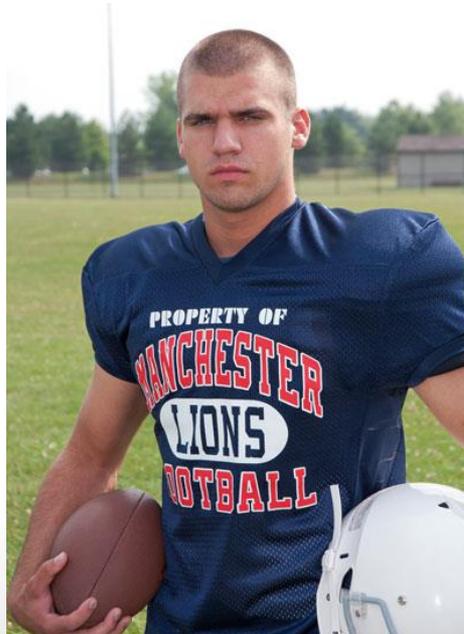
- Football Season – all the possibilities- who, what, where?
- Players – on and off the field
- Fan Wear – for all seasons
- It's not just football during football season – other opportunities
- Tools to help you along the way
- Be unique for profits



# 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

**Stadium Staff**  
(Ticket sales, concessions, ushers, entrance staff)

- T-shirts
- Polo shirts
- Caps
- Aprons

**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

**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

**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

- 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.



Replicate the professional trend with team names/logos.  
**Tip:** test your particular materials for heat printing compatibility



Shoe Platen





# Players: Off the Field

For practice and work outs

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

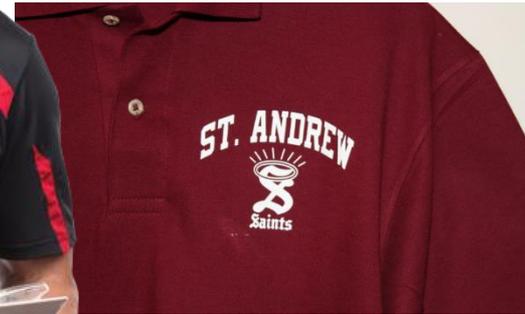




# Coaches and Staff

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: Band

With football season comes marching band

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

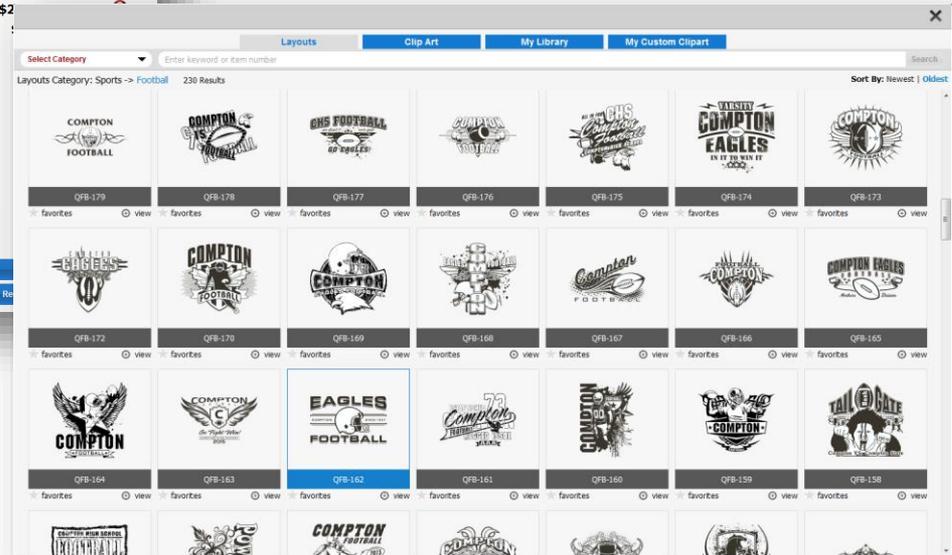




# Need Art?

## 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



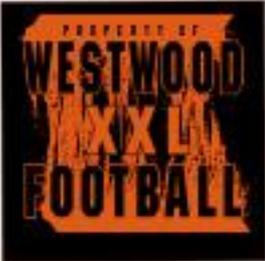


# Sales Flyers

**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

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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# _____
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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

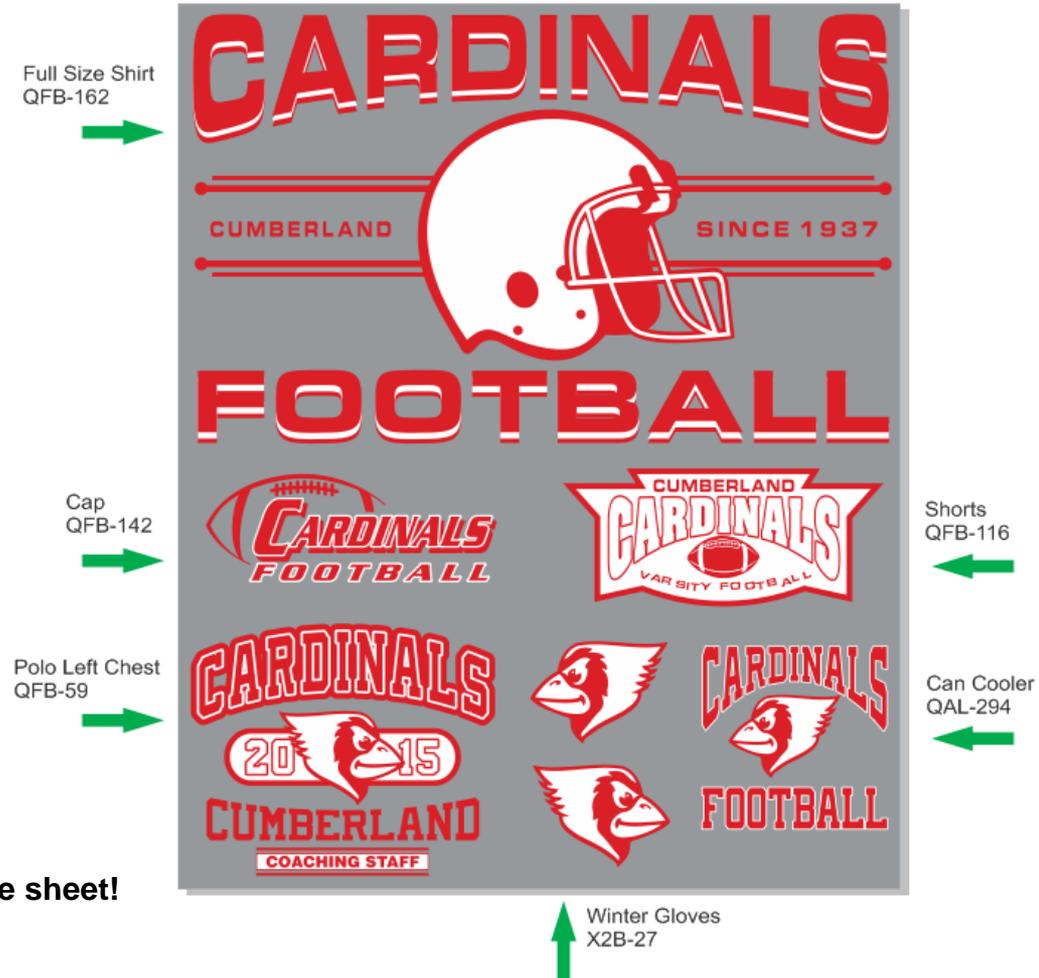


# Printing Strategies

- 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 |





# 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		<input type="text" value="6"/>	Express Packs	<input type="text" value="1"/>	Number Kits
	Price \$60.90			Price \$95.70		Price \$78.00	
Select One	<input type="radio"/> Number Packs			<input type="radio"/> Express Packs		<input type="radio"/> Number Kits	



# 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](http://www.TransferExpress.com/Webinars) for a copy of today's webinar slides.

## *Do you have more questions??*

- Email us – [info@transferexpress.com](mailto:info@transferexpress.com)
- Read our Blog
- Watch our videos and previous webinars
- Trade Shows
- Social Media

Contact us:

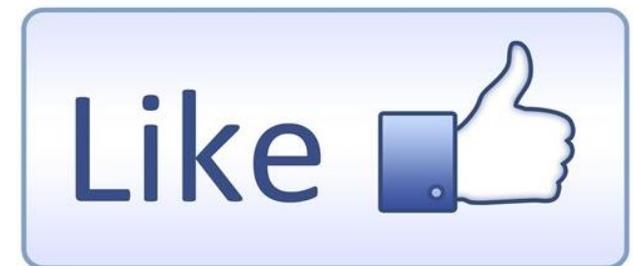
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# Thank You for Attending

## 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](mailto:info@transferexpress.com)



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