

GETTING YOUR TEAM BUSINESS READY FOR BASEBALL, SOFTBALL, & SOCCER SEASONS





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, <u>www.cityofsanjuantexas.com</u>.





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









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

The Custom Transfer People

Bid Process Tips to Keep Your Costs Low



The Custom Transfer People

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



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

Clear			
Ending Player number	15		
Starting Player number	1		
Number of teams	20		

Buy numbers in bulk (money saving kits)
Use number calculator to figure out need
Number order over \$500-additional 15% discount





The Custom Transfer People

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

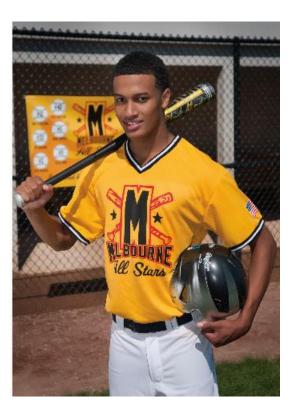
Names cost \$1.75

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



T-Shirts - \$1	0.00 Each			
Gamily	644	fax	_ Designed	-
feating			Designed	
Gamily			Design	
Nondes - L	10 00 Each			
in any	Calut .		Deige	

"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



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 <u>http://blog.transferexpress.com/</u>
- Watch our videos and previous webinars <u>http://www.TransferExpress.com/Webinars</u>
- 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





- May 10
- 2:00 pm EST

