

RESPECT ALL



FEAR NONE

GMIA

A PPA RE I

2020 OLA SAGM

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- Agenda
 - Brand awareness
 - Availability Frequency
 - Logo
 - Communication to our membership
 - Procurement, Pricing, and Promotion
 - Distribution of apparel
 - Our goods
 - Conclusion



- Brand Awareness
 - Car decals
 - Helmet decals
 - Apparel (hats, hoodies, tanks, t's, socks)
 - Uniforms – on floor and to/from arena
 - Lawn signs at registration
 - Social media



- Availability/frequency
 - All members are provided with a logo'd dry fit tshirt, shorts with their registration
 - Part of their uniform
 - Collect sizing information at time of registration - huge time saver
 - Additional sizes ordered to have on hand for corrections
 - Additional logo merchandise is not mandatory but encouraged

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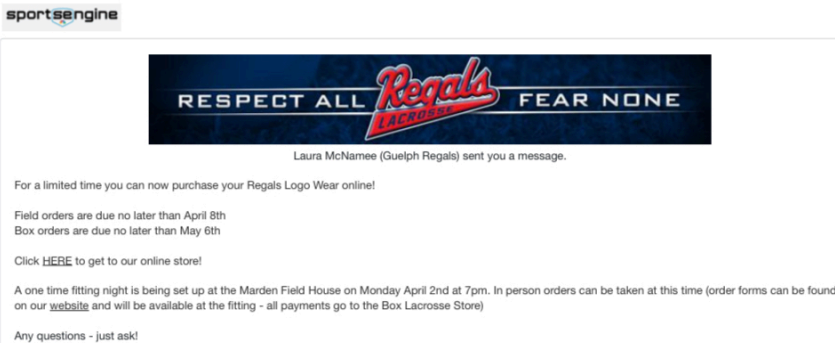
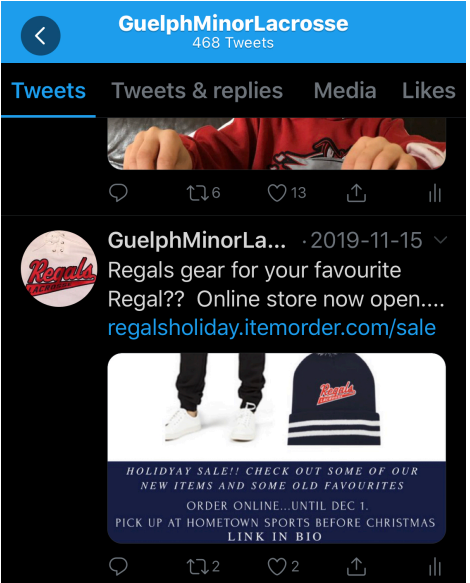
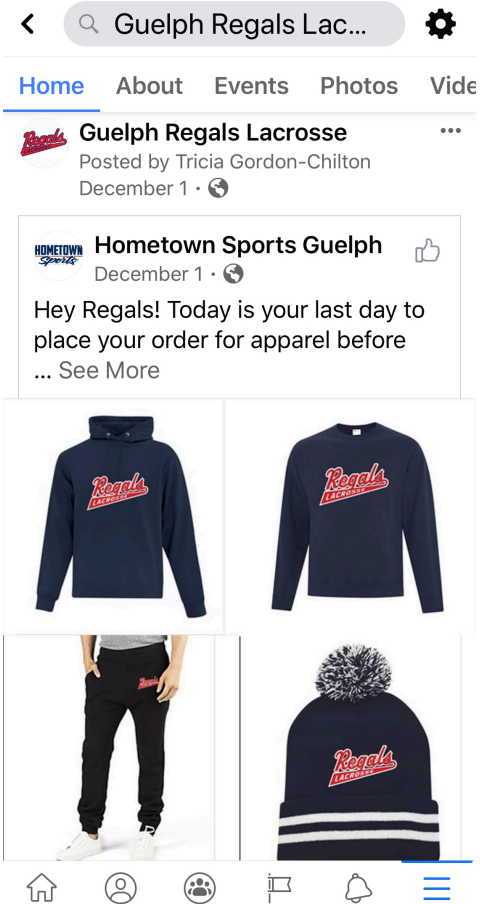
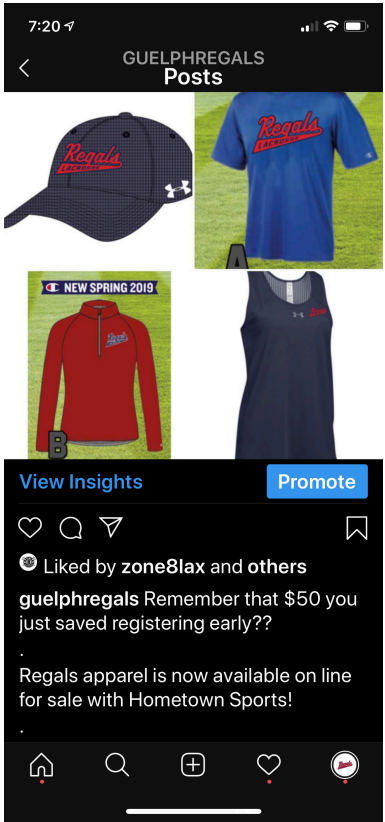
- Logo
 - Simple
 - Stands out
 - Congruency throughout all apparel and uniforms
 - Consistent YOY
- Usage of logo
 - Teams must submit for board approval





- Communication to our membership

- Email communication
- Social Media
 - Instagram
 - Facebook
 - Twitter



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- Procurement, Pricing, and Promotion
 - 3 quote system – head of apparel
 - Lowest price/best quality
 - Small uplift to generate revenue
 - Goes back to organization to keep costs low
 - 2 online orders/year
 - April & June
 - 6 week turn around
 - Sample items at field/arena
 - Partnership with local sports store – free lacrosse stick with registration



FREE STICK

To all **NEW** Guelph Regals
that register and pay for
House League, Rep Box or Rep Field Programs

Courtesy of, and to be picked up at:

HOMETOWN SPORTS

215 Eramosa Rd., Guelph
(519) 822-7970

call first to check stock



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- Distribution of apparel
 - Team wear
 - 1st week on floor through team managers
 - Additional apparel
 - Online orders - picked up at local sports store
 - In stock/instore orders



RESPECT ALL *Regals* LACROSSE FEAR NONE

- Some of our goods.....



Just kidding.....we don't do hair.....but how cute????

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- Conclusion
 - Keep design simple
 - Low cost to members
 - Multiple options to buy
 - Invest profits back into locally growing the game