



The Standard Team Apparel Subscription



More Information

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About Us

Atlanta Athletics



At **Atlanta Athletics**, we're not just outfitting teams—we're redefining how they show up.

For seven years, we've led the charge in custom team apparel, creating one-of-a-kind designs that break the mold. As disruptors, we deliver bold, performance-driven gear that empowers athletes to lead with **identity, pride, and purpose**.

From uniforms to lifestyle pieces, every design is **personal**. Every detail, **intentional**. Every drop, built to move your team forward—**on and off the field**.

Our vision is simple: to become the **go-to brand for championship-minded teams** — not just for elite gear, but for building **unified, culture-rich identities** that last.

Let's be real - **boring isn't an option**. The world doesn't need another cookie-cutter brand with recycled designs and empty slogans.

We're here to **shift the standard**. To challenge the status quo. To deliver gear that actually means something.

If you're ready to break the mold, welcome to the revolution.



Revolt against Legacy Brands and Join the movement.

Why Choose The Standard Team Apparel Subscription



Cut your annual apparel costs by 30 to 50% everywhere with a subscription to The Standard—maximize your budget without compromising on quality.

Maintain consistency by using accurate Pantone colors and approved branding guidelines. Ensure your program looks unified .

Partner with a single organization to minimize order errors, delays, and ensure consistent, accurate Pantone colors with consistent approved branding.

Streamline apparel costs through The Standard, teams can redirect their budgets toward what truly matters—developing players, investing in performance, and making the most of every dollar in a limited budget.

One Flat Annual Fee

Stop paying markup after markup all year long. With one annual payment, you unlock direct access to factory pricing on every order - big or small. That single move can save your team 30-50% of its annual apparel budget, without sacrificing quality or control.

Factory Pricing

Leverage years of industry relationships to connect directly with world class production partners - no distributors, no sales reps, and no retail markups. You're not paying for layers of middlemen or inflated brand names - just top-tier gear made by the same manufacturers trusted by the biggest brands, at a fraction of the cost.

Total Creative Control

Every detail is included - custom designs, premium materials, alternate colors, and embroidery. No hidden fees, no surprise charges - we protect your budget, not inflate it.

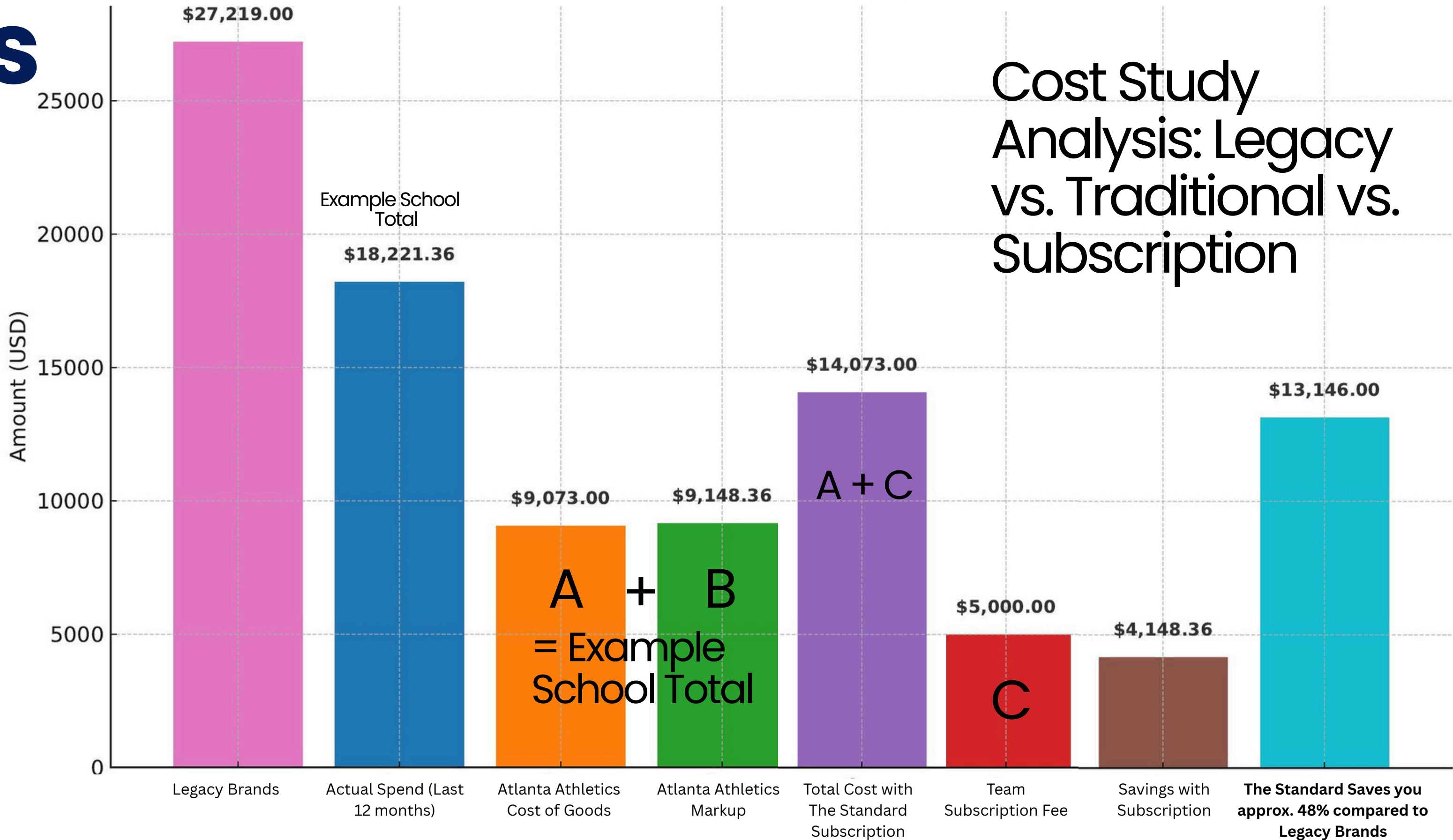
No Surprises - Predictable Costs

With one predictable subscription fee and transparent pricing on every order, you gain total control over your apparel budget - no surprise spikes, hidden fees, or rush-window penalties. Just clear, dependable costs that let you plan with confidence and spend where it matters most.

No Mistakes - Confidence in every order

Fast prototyping, pro-level design support, and clear communication means fewer mistakes, no reprints, and zero wasted time or money. We don't produce anything until it's 100% right - no exception.

How it Works



The Standard Team Apparel Subscription Plans



	The Standard Spend	Legacy Brand Equivalent Spend	Projected Savings
Rookie	\$5,000	TBD	Inquire
Starter Pack	\$19,500	\$30,000	\$10,500
Core	\$29,200	\$45,000	\$15,700
Plus	\$39,000	\$60,000	\$21,000
Pro	\$48,750	\$75,000	\$26,250
Elite	\$58,000	\$90,000	\$31,500
Hall of Fame	\$67,000	\$105,000	\$38,000

Why pay more for less? These numbers represent a 35% average savings compared to the bloated prices of legacy brands.

Price -list 2025



CATEGORY	ITEM	PRICE(USD)
Baseball / Softball	Baseball / Softball Uniform - Full Button, Two Button (Sublimation)	36.00
Baseball / Softball	Baseball / Softball Uniform - Full Button, Two Button (Tackle & Embroidery)	38.88
Baseball / Softball	Baseball Cap	7.20
Baseball / Softball	Batting Gloves (Cabretta Leather, Bruce Bolt Style)	11.51
Basketball	Basketball Uniform Set	36.00
Football	Custom Football Gloves (per pair)	11.52
Football	Football Practice Jersey	14.40
Football	Football Uniform Set - Sublimated Only	38.88
Football	Football Uniform Set - Tackle, Embroidery	43.20
Soccer	Soccer Uniform Set	36.00
Track & Field / 7v7	Compression Shorts & Jersey	25.92
Track & Field / 7v7	Sleeveless Compression Shirt	11.52
Bags	Custom Backpack	21.60
Bags	Duffle Bag (40x20x20)	34.56
Hoodies, Jackets & Warmups	Custom Rain Jacket	21.60
Hoodies, Jackets & Warmups	Custom Zip-up Tracksuit	31.68
Hoodies, Jackets & Warmups	DRiFit Lightweight Hoodie	14.40
Hoodies, Jackets & Warmups	DRiFit Lightweight Hoodie - Short Sleeve or Sleeveless	12.96
Hoodies, Jackets & Warmups	Fleece Hoodie	21.60
Hoodies, Jackets & Warmups	Leather Jacket	93.60

CATEGORY	ITEM	PRICE(USD)
Hoodies, Jackets & Warmups	Varsity Jacket - Leather Sleeves / Wool Body	50.40
Hoodies, Jackets & Warmups	Varsity Jacket - Satin Fabric	36.00
Hoodies, Jackets & Warmups	Warm Up Hoodie	18.72
Hoodies, Jackets & Warmups	Warm Up Joggers	17.28
Shirts	Cotton Long Sleeve Shirt w/ Screen Print	11.52
Shirts	Cotton T-Shirt w/ Screen Print	10.08
Shirts	DriFit Loose T-Shirt	11.52
Shirts	Long Sleeve T-Shirt or Compression Fit	12.96
Shirts	Sublimated Long Sleeve Shirt	19.80
Shirts	Sublimated T-Shirt	18.36
Shorts & Bottoms	Custom Running Spandex Tights	11.52
Shorts & Bottoms	DriFit Loose Shorts (W/WO zipper pockets)	7.20
Shorts & Bottoms	Fleece Shorts	7.20
Shorts & Bottoms	Fleece Trouser	21.60
Accessories	Beanie / Toboggan	8.64
Accessories	Custom Arm Sleeves (per pair)	4.32
Accessories	Custom Headbands (per piece)	2.16
Accessories	Cycling Gloves (per pair)	6.12
Accessories	Shystie Mask (per piece)	6.48

Price -list 2025



All listed prices include 20% total markup to cover replacements, excise, tax, tariffs, shipping, and/or the unexpected



DESIGN PROCESS

1 CREATIVE MEETING

2 PROVIDE YOUR PANTONE / CMYK COLORS

3 PROVIDE YOUR ARTWORK AND LOGOS

4 MOCKUPS ARE PROVIDED

5 CREATIVE ADJUSTMENTS ARE MADE

6 PRODUCTION SAMPLE PHOTOS ARE SHARED

7 THE INVOICE IS ISSUED

8 INVOICE DEPOSIT MUST BE MADE

9 PRODUCTION SAMPLES SHIP FOR FINAL APPROVAL

10 YOUR PRODUCTION SCHEDULE IS SET

**“YOUR IMAGINATION IS
YOUR LIMITATION”**

AARON LUCAS-CEO



Founder | Innovator | Delivering Value Where It Matters



I'm **Aaron Lucas**, the founder of Atlanta Athletics and the architect behind **The Standard**—a next-generation subscription model built to disrupt, redefine, and elevate the team sports apparel space. From day one, my mission has been clear: **build smarter systems, deliver real value, and give programs more control, more creativity, and more return.**

Since launching Atlanta Athletics in 2018, I've worked side-by-side with athletic directors, coaches, and program leaders across the country—not just as a vendor, but as a **strategic partner**. With over seven years of experience as a trusted team dealer, I've helped organizations anticipate needs, eliminate friction, and elevate their identity through custom-built solutions.

We don't wait on what's next—**we create it**. Atlanta Athletics is more than a brand. It's a product engine, designing and manufacturing our own gear in-house—including innovations like the **Cloud9 Softshell Helmet**, rated 5 stars by the **Virginia Tech Helmet Lab** for elite performance and safety. We don't use recycled templates. We build what your team actually needs—**fast, custom, and clean.**

We believe in one standard. That's the foundation of everything we do—from our products to our partnerships. It's not just about quality—it's about consistency, accountability, and delivering at the highest level, every time.

I'm a disruptor by nature—but my foundation is trust. I believe **relationships matter**, transparency wins, and value isn't a buzzword—it's the outcome. Whether you're outfitting a program or looking to break the cycle of legacy limitations, I'm here to help you do it better.

Let's build something custom. Let's build what's next.



Aaron J. Lucas

The Standard Team Apparel Subscription

Referral Program

HOW IT WORKS:

1. Select up to 3 schools you know and provide the **AD/Coach** names along with their **contact info**.
2. We'll reach out and introduce them to The Standard Subscription.
3. For each school that subscribes, you'll receive a **one-time \$2,500 apparel credit**.

Why It's a No-Brainer:

- One flat annual subscription.
- Full design control.
- Manufacturer pricing.
- No hidden fees – unlimited orders.

#	School Name	Contact Info
1		
2		
3		

YOUR INFO:

Send us an email to aaronlucas@atlantaathletics.com with your **NAME, SCHOOL, PHONE/EMAIL** along with your **3 school referrals**.

Let's do this!