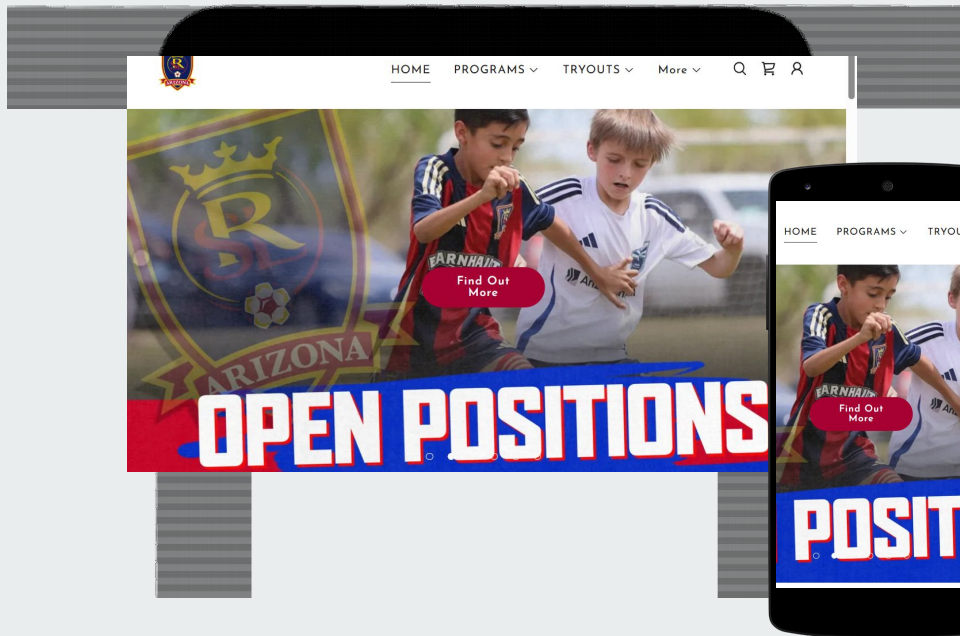
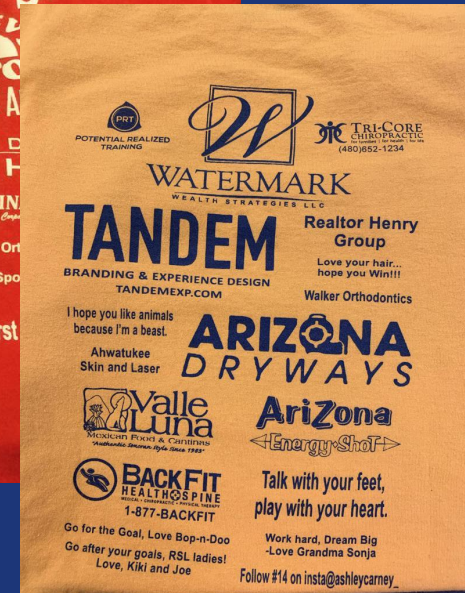


Spirit Shirt Training

RSL-AZ West Valley



SPIRIT SHIRT EXAMPLES – Backs of shirt



(Front of shirt will have RSL AZ & Earnhardt)

Purpose



- Raise money for your team to fund your tournaments and other team events.
- You can have other fundraisers but this has proven to bring in substantial money.
- Spirit Shirts **MUST** be worn as pregame warm up for players (part of uniform)

<https://rslazwestvalley.org/spirit-shirts>

2 Elements of Program

1. Team Sponsorships

2. Shirts

- Printing
- Ordering
- Team Fan Gear/Player pregame shirts



Element 1



The Sponsorship





Team Sponsorship

- 100% of funds received from Spirit Shirt donations goes to your TEAM.
- Deposit directly into your Team account.
- These funds CANNOT be earmarked to a specific players – must go towards the benefit of the entire team. 501C3 laws. – No formal tracking!!!
- Funds from sponsorships reduce total amount of expenses for all team members.
- No one is required to participate but the expectation is that everyone will help in the success of their team.
- You set the deadline for when the sponsorships must be paid, but you can't print your shirts until this is complete. (We will discuss further.)

Sponsor Forms



- Paper forms – add an address for a sponsor to mail the check that will go to you.
- Ok to send to club but needs to have team info on it.
- Funds from checks deposit into your team account.
- Check made payable to RSL-AZ West Valley Memo line: team name
- Online form available – merchant fee charged to sponsor. Money deposited into your team account in about 2 weeks but we will notify you that a form has been completed.

Sponsor Form Categories



\$50-\$100 -One Line on T-shirt

\$125-\$200- Small Logo

\$225-\$375- Medium Logo

\$400-\$500- Large Logo/ Website ad

\$1000+ Main Logo in middle of shirt/Website ad

Sponsor Form



HOME PROGRAMS ▾ TRYOUTS ▾ More ▴



FUNDRAISING

Spirit Shirt Fund

Club Raffle

Donate Today. RSL-AZ WV can be a great tax deductible donation

FIELDS
COLLEGE ADVISORY
EMPLOYMENT
MISSION STATEMENT
OUR SPONSORS

Club Teams

Coaches & Team Managers

SUBSCRIBE

RSL-AZ WV PLAYER/PARENT HANDBOOK

[Download PDF >](#)



Logging Sponsor Info

Complete a Spirit Shirt Log spreadsheet with the Team Treasurers with sponsors contact info.

Contact info should be the business' info. This is for our taxes.



\$400 & more Sponsor instructions



Email to Infowv@rslaz.org to include:

- 1. Team Name
- 2. Company Name
- 3. Company url where the logo should link to
- 4. Company logo — ONLY JPEG or PNG formats please. The company may send you a different format for the printer, please be sure they also send you a Jpeg or a Png for website ad.

*Please only send logos when you have all of the above information.
Incomplete info or wrong file format will result in delays.

How to get a sponsorship from a business?

- ASK... The worst they can say is no.
- Ask your favorite restaurant.
- Ask your doctor or dentist
- Ask your favorite business.
- We are a 501C3. Our W9 with our EIN # is located on the Spirit Shirt Page.



Element 2



Ordering Shirts

Ordering Shirts – 3 Steps



Step 1: Order Shirts (teams pay from the team account)

Step 2: Submit Sponsor info to shirt vendor

Step 3: Approve artwork for printing

*You can use your own shirt vendor or one that is listed on the Spirit Short Page.

Shirt Vendors

[HOME](#)[PROGRAMS](#) ▾[TRYOUTS](#) ▾[More](#) ▾

Plug Ugly Tees

P.O. Box 7563

Goodyear, AZ, 85338, US

(623) 698-5893

Andrew Wombolt

pluguglytees@gmail.com

Samori Printing

275 W Warner Rd Suite 3

Chandler, AZ 85225

480-200-8167

Sam@samoriprinting.com

Russell Sportswear

3245 E Shea Blvd.

Phoenix, AZ 85028

602-867-2285

mike@russellsportswear.net

ONE ORDER PER TEAM



- Orders open as soon as all sponsors collected.
- Orders should close Aug 15th.
- Teams place 1 bulk order during that window. Additional orders/pieces will cost more. Plan ahead.
- Price of shirt includes printing of sponsors on back in white.
- SPONSORSHIPS do NOT have to be complete to order shirts.
- This is just the blank shirts, you don't have to have your sponsors finalized. But it is recommended to be very close to closing them out.

Spirit Shirts



- • Several shirt styles
- • Every player must order at least one pregame shirt (cotton or dri fit).
- • Families pay the team for their shirt order or team funds (if enough turned in) can be used.
- • Families can order as many as they'd like. But team funds will be used the same amount for each player. The extras wanted by player or parents will be paid for by families.
- • Spirit Shirt Coordinator – collect money and team order
- • Teams will place 1 bulk order with one of the vendors.
- • Teams will pay the vendor for their shirts. Spirit Shirt Coordinator should work with their manager and treasurer on this

Step 1: TEAM ORDER



- ONE ORDER PER TEAM (yes we have said this but it's important)
- Most vendors have an online portal to order through.
- You collect the order (which shirts/ which sizes/ how many).
- Money for the shirts from the families goes into your team account.
- Team pays the vendor for the shirts.
- Only you (1 person) logs on the website to place the order. (Could be treasurer or manager also)

Next Steps



- I have ordered my shirts – Due by Aug 15th.
 - Now it's time to submit my sponsors but when is this due?
 - Answer – You set this date. You have ordered your shirts and the vendor has your team order. The tshirt vendor will print the front of the shirt and hold your team's shirts until you are ready for Step 2- printing the back of the shirt.
 - Keep in mind, you can't get your shirts handed out to your families to wear until you have completed Step 2 but you control the timeline for when this happens.
-

Step 2: Submit Sponsor List and Logos



- Submit all logos to the vendor.
- Many vendors want specific file types like Vector, PNG, JPEG (be sure to ask)
- Vendors may have to reduce images to 1 color and it may take a bit of time to do.
- Vendors will also need to know the size of each logo based on sponsorship amount
- You will receive a proof with all the artwork added.
- Once you approve – THERE ARE NO MORE CHANGES

Artwork Requirement for Logos



- Artwork must be as high of resolution as possible, preferably eps or ai. If your sponsor has business cards they have these files and can get from their printer.
- No homemade artwork or image off the internet. (The vendor has to remake this – there will be additional fees.)
- No player's names – not safe
- No foul language or alcohol or drugs references.
- YOUTH ARE WEARING THESE SHIRTS.

Keep in mind



- Nobody will stop to write down a phone number that's on an ad on the back of your shirt.
- Logos should be eye catching so that people want to go look up or remember your business.
- Lots of little words won't show up well.
- Set a date for your families of when you want logos due to you. You can extend if you want, it's your date, your timeline
- Logos all printed in 1 color - Usually White

Turning in your artwork



- 1 FILE!!!!
- Drop off 1 flash drive or send 1 email.
- One point of contact – YOU ARE THE ONLY ONE FROM YOUR TEAM TO CONTACT THE VENDOR. This will avoid mistakes.
- Include all logos and a list of sponsors and how much each donated to the vendor you ordered your shirts through.
- The tshirt vendor will lay these out to be compatible with the size of a back of a shirt. They are experts in what they do.
- \$1,000 sponsors will have a bigger logo than small sponsors.
- The exact size of each logo will vary by how many other sponsors you have.

Step 3: APPROVING ARTWORK



- You approve the artwork.
- Don't send it to your team. Too many opinions!!!
- Here are your checks
- Are all the logos there?
- Are they size proportioned as they should be based on amount they paid?
- Do any logos look cut off or blurry? BE CAREFUL AND THOROUGH – You don't want to miss a sponsor.

After your artwork is approved.....



- Every team's shirts can't be printed at the same exact time but the vendors will try their best to process everything as quickly as possible.
- You must approve your artwork BEFORE your shirts go in line for printing.
- You don't need to have your logos/artwork to order the shirts? **True**
- You do need your logos/artwork to go in line for printing. (and must be approved)
- What happens if you don't turn in your logo/artwork until Sept 30th? **Nothing, once you approve the proof, your shirts go in line for printing.**
- Every team's Spirit Shirt is Unique to their team. **True**

What if I need more shirts?

- No problem, place another order for at least 12 pieces.
- Check with vendor on pricing since this will be outside of our bulk order.



Final Thoughts

- The vendors are trying to help you.
- They want you to get your shirts.
- Help them by keeping organized and following the procedures.



Resources

Find:

Downloadable Spirit Shirt Form

Instructions

Vendors

Downloadable W9 for sponsors tax purposes

rslazwestvalley.org/spirit-shirts

Any further help needed email Infowv@rslaz.org

