

# You asked— and now we've got it.

Free and easy e-commerce for your school!

Edline and Prep Sportswear are excited to offer you a **SIMPLE** and **CONVENIENT** way to sell school gear—straight from your school website—at **NO EXTRA COST**. Prep Sportswear is the leader in print-on-demand customized apparel and merchandise for schools. This partnership gives you access to thousands of customizable products, top apparel brands, marketing tools and online web reporting to track sales. All you have to do is turn it on!

## MAKE MONEY

A percentage of every sale goes directly back to your school in the form of a quarterly payment.

## OFFER PRODUCTS PEOPLE WANT

Over 1200 customizable products including Nike, Adidas, Champion and Russell.

## FAST, FREE & EASY SET-UP

Your online school store will be up and running in 5 minutes.

## NO INVENTORY TO MANAGE

All orders are custom made, so there is never a need to carry inventory.

## BULK ORDER DISCOUNTS

Automatically receive discounts on bulk orders.

## WEB BASED REPORTING TOOLS

Track sales and revenue online.

## Need help getting the word out?

Check your email for a starter kit with ideas and downloads to help you promote your new online store.

- Printable poster
- Press release template
- Parent handout template
- Set-up Instructions



# Put your school store online... it's easy!

Whether you currently partner with Prep Sportswear or you want to begin a partnership, just a few simple steps will ensure your community has a convenient, reliable way to order school apparel online. Here's how to get started.

## MY SCHOOL WANTS TO BE A PREP SPORTSWEAR PARTNER

Help me set up my school's **Prep Sportswear** account today:

1. A school Superuser will need to **log in** to the school website and go to the **Manage School** page.
2. Scroll down to the **Prep Sportswear Integration** box. Click on "**Sign Up as a Prep Sportswear Partner**". A new browser window will open. Click "**Sign Up**" to begin the 3 step sign-up process.
3. Look for a welcome email from Prep Sportswear containing your new login credentials.

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Once your account is activated, **FOLLOW THE INSTRUCTIONS HERE** to add convenient Prep Sportswear shopping links to your school's website.

## MY SCHOOL IS ALREADY A PREP SPORTSWEAR PARTNER

Help me add my **Prep Sportswear Link** on our school's home page:

1. A school Superuser will need to **log in** to the school website and go to the **Manage School** page.
2. Scroll down to the **Prep Sportswear Integration** box.
3. Click on "**Add Link to Prep Sportswear Store from Edline Menu**". This will add a **Visit School Store** link under the **Tools** menu for logged in users.

Next, help me add a **Prep Sportswear Banner** linking to my school store:

1. Go to the **Prep Sportswear Integration** section on the **Manage School** page.
2. Click on "**Add a Prep Sportswear Banner**".
3. Follow the prompts to choose how you want the banner to appear.



## Prep Sportswear Gives Back to the Community

Prep Sportswear, the leader in customized apparel and merchandise, announces two programs designed to help schools raise revenue through the sale of customized school apparel through its online School Team Shops. Through these programs the company hopes to assist schools in funding sports and academic activities, sports equipment purchases and general operations.

The first program is a partnership with Prep Licensing that provides schools merchandising revenue on any product sold through Prep Sportswear featuring their

school name or mascot. The company gives Prep Licensing partner schools direct access to 1,200 customizable apparel items through an online store at PrepSportswear.com. Additionally, Prep Sportswear provides each Prep Licensing client with extensive marketing resources and web-based reporting for products sold featuring their school's marks.

The second program is a direct partnership with Prep Sportswear where schools are paid a revenue share for all sales generated by the schools promotional efforts to parents, students, staff, alumni and fan community.

These programs are provided by Prep Sportswear free of charge to participating schools and teams.

According to a February 2011 report by the Center on Budget and Policy Priorities, a Washington D.C. think-tank, at least 34 states and the District of Columbia have cut spending on K-12 schools. In this difficult environment schools can partner with Prep Sportswear to help close this funding gap.

Prep Sportswear partner programs use the latest in e-commerce technology to raise funds for participating schools. A partner school will receive an online store, access to thousands of customizable products, top apparel brands, hundreds of ready-made marketing tools to promote their store and online web reporting to show daily sales. A portion of the proceeds from every transaction goes to the schools in the form of a quarterly payment. Becoming a partner is easy and only takes a few minutes. Simply log in to your EDLINE ADMIN page to learn how to start promoting your store and generate revenue.

### ABOUT PREP LICENSING

Prep Licensing was founded with the goal of helping schools to benefit from merchandise sales by facilitating that a portion of every sale is distributed back to the appropriate school. Through their proprietary technology and experience in the educational market, they offer high schools a turnkey solution including web-based reporting and access to hundreds of retail distribution outlets.

For more information, visit [PrepLicensing.com](http://PrepLicensing.com).

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*"We are proud to have thousands of organizations, schools and teams already participating in our fundraising programs. We anticipate many EDLINE schools will take advantage of these generous programs now that we have partnered with EDLINE."*

**Dave Santiago**, Executive Vice President of Business Development and Sales at Sportswear Inc.

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*"Our business was built with the support of families, schools, and teams. Not only do these programs give schools an easy way to generate revenue, but they enable us to build awareness of our products and shopping experience. It's really a win-win."*

**Chad Hartvigson**, CEO at Prep Sportswear.

### ABOUT PREP SPORTSWEAR

Prep Sportswear launched in 2005 and is the leader in print-on-demand customized apparel and merchandise for schools, teams, colleges, military and the Greek marketplace. With more than 1 million online stores, they encourage participants, coaches, students, parents, alumni and fans to create, design and buy their own personalized products. Prep Sportswear offers more than 1,200 items from a variety of premium

brands, including Nike, Adidas, Champion, Columbia, Jones & Mitchell, Holloway, and Russell. All products are individually customized and fulfilled in five business days. Prep Sportswear is privately funded and located in Seattle, WA.

### ABOUT SPORTSWEAR INC.

Sportswear Inc. provides innovative e-commerce solutions to consumer brands, retailers and media properties using a vertically integrated technology platform. They enable partners to create customized online marketplaces that directly target consumers with relevant, personalized products. Combining targeted merchandising, dynamic imaging, state of the art fulfillment and on-demand manufacturing, Sportswear Inc. helps brands successfully break through new markets and build additional revenue streams. Sportswear Inc. is privately funded and located in Seattle, WA.

For more information, visit [SportswearIncorporated.com](http://SportswearIncorporated.com).