

AGM Report: Team Apparel & Spirit Wear

For the 2023 season we saw significant improvements in supply. We moved to a new black jersey this season and all rep players have been moved to a sublimated shorts. We returned to the traditional rep fitting night this season which helped to collect orders quickly, but we still were delayed in the delivery of all goods as 2 teams were late being made and this held up orders.

We executed a spring pop up this year and will offer a Christmas event with creative coming in the next week.

Through our partnership with THQ, HLA will receive \$2000 in sponsorship for the 2023 season, and we currently have accrued \$1060 as a percentage back on apparel sales. We will wait for the Christmas sales results to get final numbers

As we look ahead to 2024, we have a number of initiatives that we are working in the apparel space:

1. Ordering of all Bengals & House League jerseys in the coming weeks to prevent any delays at season start
2. Review of the field jersey design and replacement of jersey sets- for consideration
3. Pop up shops for Christmas and early spring
4. Continuation of sublimated shorts for rep players
5. Continue with rep fitting night and addition of a spirit wear sale
6. New and innovated designs- Always something new each season!