



Spirit Shirt Training

RSL-AZ

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://www.rsl-az.com/goldshirt>

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 _____ (north or south) 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

T-Shirt Sponsorship Categories
<i>\$50 to \$100 – One line on t-shirt</i>
<i>\$125 to \$200 – Small logo</i>
<i>\$225 to \$375 – Medium logo</i>
<i>\$400 to \$500 – Large logo/Website ad</i>
<i>\$1,000 + Main logo in middle of shirt/Website ad</i>
To

Sponsor Form

The screenshot shows a web browser at the URL rsl-az.com/goldshirt. The browser's address bar and tabs are visible at the top. The website's navigation menu includes links for ABOUT US, MLS ACADEMY, ELITE ACADEMY, ECNL, COMPETITIVE, RECREATIONAL, PROGRAMS, and MORE +. There are also social media icons for Facebook and Twitter, and a JOIN US button. The current page is titled "TEAM ORDERING" under the "SPIRIT SHIRTS" category. The main content area provides information about the program and team spirit shirt ordering procedures. A PDF icon is next to the text: "21/22 Spirit Shirt Sponsor form (update address by team) - downloadable (Use for North, South & Elite Boys & Girls)". To the right, a "DONATION CHART" table lists donation amounts and their corresponding logo placements. Below the chart, a heading reads "ONLINE DONATION FORMS FOR CREDIT CARD DONATIONS - CLICK ON YOUR REGION". Three buttons are provided for different regions: "21/22 SPIRIT SHIRT - ONLINE DONATION FORM - ALL SOUTH TEAMS (INCLUDING SOUTH EA)", "21/22 SPIRIT SHIRT - ONLINE DONATION FORM - ALL NORTH TEAMS (INCLUDING NORTH EA)", and "21/22 SPIRIT SHIRT ONLINE DONATION FORM - GIRLS ECNL & ECRL". A fourth button for "21/22 SPIRIT SHIRT DONATION FORM - WEST" is located at the bottom right. Each button is accompanied by a note: "MAKE SURE YOUR SPONSOR KNOWS YOUR TEAM'S NAME. This donation form includes all South teams and South Elite Academy teams." (for South), "MAKE SURE YOUR SPONSOR KNOWS YOUR TEAM'S NAME. This donation form includes all North teams and North Boys Elite Academy teams." (for North), and "MAKE SURE YOUR SPONSOR KNOWS YOUR TEAM'S NAME." (for Girls).

information about our program and team spirit shirt ordering procedures.

 **21/22 Spirit Shirt Sponsor form (update address by team) - downloadable (Use for North, South & Elite Boys & Girls)**

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\$1,000 - Main logo in middle of shirt/Website ad

ONLINE DONATION FORMS FOR CREDIT CARD DONATIONS - CLICK ON YOUR REGION

21/22 SPIRIT SHIRT - ONLINE DONATION FORM - ALL SOUTH TEAMS (INCLUDING SOUTH EA) ▶

MAKE SURE YOUR SPONSOR KNOWS YOUR TEAM'S NAME. This donation form includes all South teams and South Elite Academy teams.

21/22 SPIRIT SHIRT - ONLINE DONATION FORM - ALL NORTH TEAMS (INCLUDING NORTH EA) ▶

MAKE SURE YOUR SPONSOR KNOWS YOUR TEAM'S NAME. This donation form includes all North teams and North Boys Elite Academy teams.

21/22 SPIRIT SHIRT ONLINE DONATION FORM - GIRLS ECNL & ECRL ▶

MAKE SURE YOUR SPONSOR KNOWS YOUR TEAM'S NAME.

21/22 SPIRIT SHIRT DONATION FORM - WEST ▶

Logging Sponsor Info

Complete Spirit Shirt Log form on Treasurers spread sheet with contact info. Contact info should be the business' info. This is for our taxes.

\$400 & more Sponsor instructions

Email to Marta marmida@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

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...
- 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 Gold 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

Shirt Vendors

- Samori Printing in Chandler
- Russell Sportswear in Phx.

Same shirts/ same basic procedures/ you choose which vendor to use.

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 Aug 1.
- Orders 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.

Spirit Shirts

- 6 shirt styles - tentative
- Every player must order at least one pregame shirt (cotton or drifit).
- Families pay the team for their shirt order.
- Families can order as many as they'd like
- Spirit Shirt Coor - 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 Coord 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)
- Both 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)

Team Orders Continued

- Make sure your order has your full team name.

“Birth year gender coach” (no colors)

Ex. RSL AZ South 06 Boys Bermudez

Samori - Online orders - Uses team name to track

Russell - Online or paper form - Number is assigned for order tracking

IMPORTANT: One point of contact per team.

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

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Logos

- Recall that the sponsors can choose an amount to donate and size of logo is based on that amount.
- Logo size is relative to how many logos you have and how much the sponsor paid.
- You let the vendor know the relative size and can do the layout for you.
- 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 - 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.

Turning in your artwork - cont'd

- 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....

- If it's before Aug 15th, your shirts go in line for printing as soon as vendor receives them and prints the front.
- If it's after Aug 15th, your shirts go in line.
- 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.


Things to remember

- You don't need to have your logos/artwork to order the shirts?
- 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.

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.

Where do I find Team Ordering instructions?



The screenshot shows a web browser window with the address bar displaying `rsl-az.com/goldshirt`. The browser's address bar also shows several tabs: "Google", "Personal", "News", "Tutorials", "Fonts", "QualysGuard® - L...", and "SAN TA". The website header features the "RSL AZ" logo on the left and a navigation menu with the following items: "ABOUT US", "MLS ACADEMY", "ELITE ACADEMY", "ECNL", and "COMP". Below the navigation menu, there are two sub-menus: "SPIRIT SHIRTS" and "TEAM ORDERING", with "TEAM ORDERING" being the active page. The main content area displays the heading "Spirit Shirt Sponsor Information" in a large, bold, red font. Below this heading, there is a paragraph of text that reads: "Thank you for visiting our Spirit Shirt Sponsor program to help our teams fund th information about our program and team spirit shirt ordering procedures."

Choose instructions by vendor



SPIRIT SHIRTS > TEAM ORDERING

Team Ordering Instructions

SOUTH VENDOR - SAMORI PRINTING

Teams in the South may use Samori Printing located at 275 West Warner Road #3, Chandler, AZ 85225 samoriprinting.net

Important note: Shirt orders are Aug 1 - Aug 15th. The vendor will bulk order all the shirts on Aug 15th. No shirts will go in line for printing until after the fronts are screened. Vendor will then prioritize printing by date that artwork was approved. (Logos & sponsors can be finalized after Aug 15th. Aug 15th is the deadline to order the shirts but not the deadline to send in logos.

NORTH VENDOR - RUSSELL SPORTSWEAR

Teams in the North can use Russell Sportswear, LLC. **3241 E. Shea suite 5 & 6 Phoenix, AZ 85208** or russellsportswear.net

Important note: Shirt orders are Aug 1st- Aug 15th. The vendor will bulk order all the shirts on Aug 15th. No shirts will go in line for printing until after the fronts are screened. Vendor will then prioritize printing by date that artwork was approved. (Logos & sponsors can be finalized after Aug 15th. Aug 15th is the deadline to order the shirts but not the deadline to send in logos.

<https://www.rsl-az.com/page/show/5862390-team-ordering-instructions>

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.