ADCRAFT
CUSTOM APPAREL & MERCH
Since 1974
CUSTOM MERCH
WEB STORES
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GRAND VIEW FOOTBALL
FALL APPAREL WEB STORE
STORE CLOSES AUGUST 7TH
SHOP NOW
Garment Washed Cap
BUY NOW
French Terry Crew
Triblend Short Sleeve Tee
BELLA+CANVAS Crop Tank
AUGUST
STORE EARNINGS
Vibrant Credit Union Company Store
BELLA+CANVAS Triblend Short Sleeve
Size
S M L XL
Add to cart
Russell Construction Company Store
OGIO Endurance Ladies Sonar Full-Zip
Size
S M L XL
Add to cart
LAUNCH
CLOSE
PRODUCTION
ORDERS SHIP
Hooded Sweatshirt
Triblend Short Sleeve Tee

CUSTOM APPAREL & MERCH

SINCE 1974

WE MAKE IT EASY.

Years ago, we took the time and effort to build our streamlined web store service. It wasn't easy, but we felt it was necessary to give our customers a superb experience and take out all the hassle of organizing and selling custom merchandise. We didn't want you to have to tally items, track down payment, or pass out any orders. **You don't have time for that!**

We process all orders online, handle all of the production, and ship all orders directly to each customer.

We even send tracking numbers to each customer as soon as their order ships. Plus, we handle all customer service inquiries so you don't have to spend extra time answering questions! We go above and beyond and will continue to perfect our systems to ensure our web store program is a premium, full-service experience.

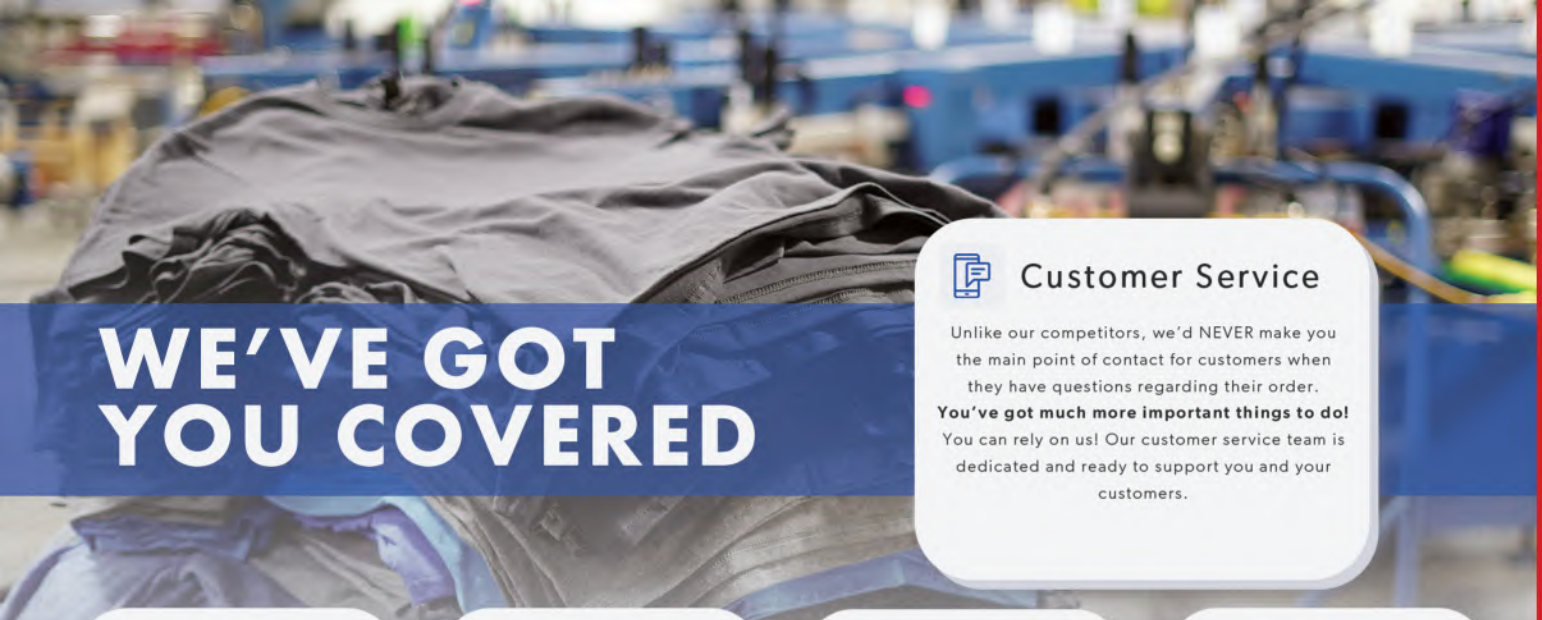
LET'S GET STARTED

FAN GEAR FAN GEAR FAN GEAR FAN GEAR FAN GEAR

STORE TYPE:

FAN GEAR FUNDRAISING

Your fans deserve the best. Our program allows you to swiftly reach your fundraising goals & outfit your fans with top-notch custom branded apparel & merch.



WE'VE GOT YOU COVERED

Customer Service

Unlike our competitors, we'd NEVER make you the main point of contact for customers when they have questions regarding their order. **You've got much more important things to do!** You can rely on us! Our customer service team is dedicated and ready to support you and your customers.

Risk Free

No set up fees or inventory purchases required to launch your store. Just a few qualifications to get started and your store will be up and running in no time.

Store Curator

You're not alone! Your dedicated store curator will help you every step of the way including product selection, designs, scheduling, and more. Your store will be tailored to your fan base and optimized for success!

Direct Shipping

Stop messing around with setting up pick up times, tracking people down, and passing out orders! We ship all orders DIRECTLY to each customer which allows you to reach a larger audience and save tons of time!

Fundraising

Custom fan merch is a great way to raise money for your organization. Even better when you can reach a large audience with our direct shipping.

Our web store products have your profit built right into the price. Plus, your profit check is sent immediately after the store closes, so you can use the funds THIS season.

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Your store curator helps you **optimize for success.**

- Product selection
- Design assistance
- Store scheduling
- Overall guidance

①Getting Started | **Store Curator**

When you book a web store with us, you are assigned a dedicated store curator. Your store curator will help with product selection, designs, scheduling, and more. We are here to ensure that the products featured on your store are in-stock and readily available so that you and your customers have a smooth experience.

Your store curator will start by asking a few short questions to help create an initial product layout. From there, you can make tweaks to your satisfaction. Your store curator will be there every step of the way!

② Building Your Store | **Designs & Products**

Each store features **3 design numbers** and **12-15 products** hand selected by your web store curator.

Your store curator will select products that are proven sellers, readily available, and match your audience.

Design #1

Screen Print #1
1-2 ink colors
1 location

Design #2

Screen Print #2
1-2 ink colors
1 location

Design #3

Embroidery
Up to 8,000 stitches
Multiple locations

Visit adcraftwebstores.com for the latest products!

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STORE TIMELINE

Why 7 days? After years of campaign length experimenting, we've discovered this time frame to be the most optimal for a successful web store. Since all of the orders are produced at once after the store closes, this timeline strikes a nice balance between allowing enough time to order and fulfilling each order quickly. Plus, it creates a "limited edition" feel which drives higher sales.

③ Store Launch | **Promote**

This is your time to shine.
Once your store launches, it's time to get the word out!
No orders are accepted after the store closes, so it's important to send constant reminders while the store is open!

We'll provide marketing images for you to send out email blasts, texts, and social media posts.

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④ Store Close | Fulfillment

Immediately after your store closes, we organize the blank garments and send them to our production line. Once all of the items are decorated, our fulfillment team individually packs and ships each order directly to your customers.

Production

All orders are decorated at once in our 37,200 sq. ft. facility in Clinton, IA.

Packing

Orders are individually packed and prepared for shipping.

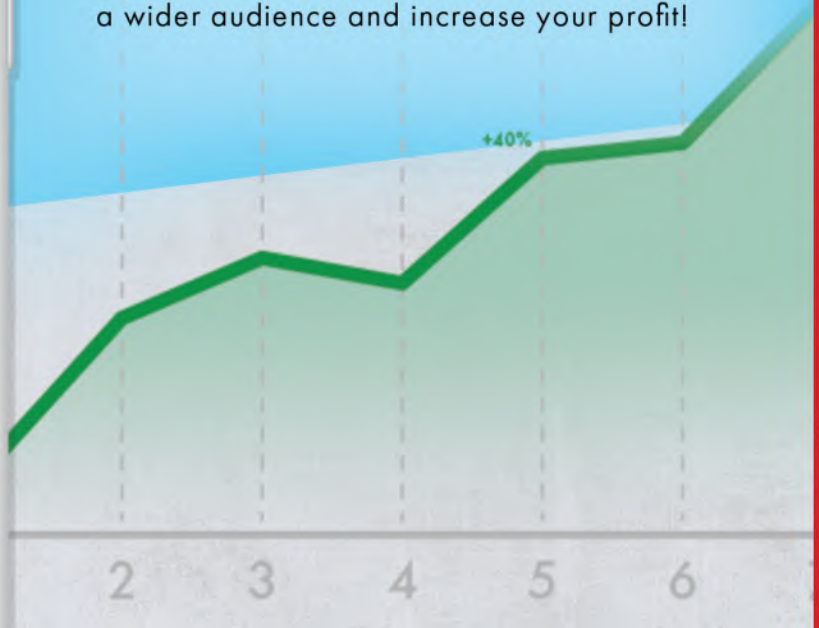
Shipping

Orders are shipped ***directly to each customer.*** Tracking numbers are sent to customers as soon as the orders ship.

PROFIT $

Your profit is immediately sent to you after your store closes. We want you to be able to start using your funds right away!

Our direct shipping allows you to reach a wider audience and increase your profit!



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ADCRAFT
CUSTOM APPAREL & MERCH
Since 1974
1928
Temple's
SPORTING GOODS
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STORE TYPE:

COMPANY GEAR

Ordering custom merch for your employees can get out of hand quickly. Massive spreadsheets, tallying sizes, organizing pickup times...nonsense!

Our web store service eliminates all of that headache and allows you to outfit your company with ease!

CONSIDER IT DONE.

We apply the same principles & top notch service as our fan gear program and tailor it to the needs of your company.

Store Curator

You'll work with a designated store curator to select the right items & designs for your store.

Password Protection

Keep your store exclusive to your employees with our password protection option.

Flexible Store Length

Your curator will work with you to schedule optimal launch & closing dates based on your needs.

Employee Payment Options

We offer several payment options to make the process as smooth as possible.

- **Online/Normal Checkout**
- **Coupon Codes:** Assign a value per code & we'll bill you for what was used.
- **Payroll Deduct:** No charge at checkout. We'll bill you for all orders before production begins.

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ADCRAFT

CUSTOM APPAREL & MERCH

Since 1974

LAUNCH YOUR STORE

www.adcraftwebstores.com