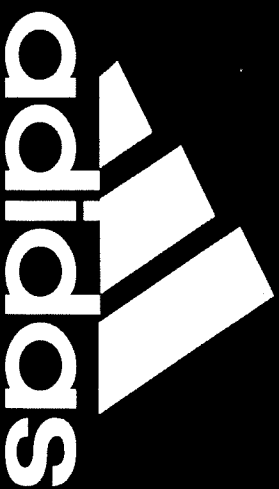


Galveston ISD Athletic Proposal



Presented by



GOALS

- Provide Galveston ISD with premium athletic products at the leading edge of innovation.
- Maximize athletic budgets within Galveston ISD by providing brand value, additional incentives, and discounts.
- Provide Galveston ISD with unparalleled service.
- Increase and enhance the Excitement, Image, Success, and Brand of Galveston ISD athletics.





#teamadidas
Florida Turn Up

Source: Sports Illustrated | Photo: Andrew H. Lewis | Getty Images

Here's why Boost technology makes Adidas the most comfortable sneakers ever

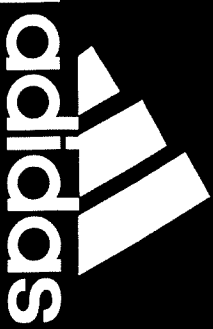
Source: Sports Illustrated | Photo: Andrew H. Lewis | Getty Images

The *Prider* *Prider* team writes about stuff we think you'll like. *Prider* Insider has affiliate partnerships, so we get a share of the revenue from your purchases.

When footwear companies put a heavy emphasis on performance innovation in sneakers, other areas like styling are often compromised. Technology-driven design might do well on the track, field, or court, but when it's time to take off the athletic gear and step back into the street, they look severely out of place.



Adidas
Boost



Adidas Jumps Over Jordan Brand To Take The No. 2 Spot In Sports Footwear

Brett Hershman, Benzinga Staff Writer | 10/11/17 | 10/11/17 | 10/11/17



Texas A&M University and adidas Unveil Throwback Alternate Uniforms to Honor Legendary...
College Station, Tex. / Portland, Ore.
September 17, 2018 - Texas A&M...



STRIVING TO BE THE BEST

- Innovation
- Brand Credit
- Value
- Extensive Product Offering
- Align with the best

Retail Price

Nike/Adidas Product Price Comparison

| Item | Nike Description | Adidas Description | Nike | Adidas | Difference |
|------------------------------|--------------------------------|------------------------------------|----------|----------|------------|
| Basics- | | | | | |
| Performance T-Shirt (Best) | Hyper Dri SS Top | Climate+ SS Tee | \$35.00 | \$25.00 | -29% |
| Performance T-Shirt (Better) | Team Legend SS Crew | Go To Performance Tee | \$25.00 | \$18.00 | -28% |
| Performance T-Shirt (Good) | N/A | Climate Tech Tee | N/A | \$15.00 | |
| Cotton T-Shirt | Core Short sleeve Cotton Crew | Short Sleeve Logo Tee | \$15.00 | \$11.00 | -27% |
| Practice Short (Best) | Woven Dri Untouchable | SpeedBreaker Tech Short | \$40.00 | \$30.00 | -25% |
| Practice Short (Better) | Fix Short Woven | Practice Short | \$35.00 | \$28.00 | -20% |
| Practice Short (Good) | N/A | Climate-Tech Short | N/A | \$20.00 | |
| Compression Short Sleeve | Pro SS Compression Top | Alphaskin SS Top | \$30.00 | \$25.00 | -17% |
| Compression Sleeveless Top | Pro Sleeveless Compression Top | Alphaskin Sleeveless Top | \$30.00 | \$20.00 | -33% |
| Fleece Hoodie | Club Fleece Pullover Hoodie | Fleece Hood | \$45.00 | \$40.00 | -11% |
| Fleece Pant | Club Fleece Pant | Fleece Pant | \$45.00 | \$40.00 | -11% |
| Coaches/SideLine- | | | | | |
| Polo (Best) | SS Evergreen Polo | Iconic Polo | \$60.00 | \$65.00 | 8% |
| Polo (Better) | Team Issue Polo | Select Polo | \$55.00 | \$40.00 | -27% |
| Polo (Good) | SS Polo | Grand Polo | \$40.00 | \$30.00 | -25% |
| SS Button Down Polo | N/A | Iconic Full Button Polo | N/A | \$60.00 | |
| Coaches Short (Best) | Woven Dri Untouchable | Utility 3 pocket | \$40.00 | \$40.00 | 0% |
| Coaches Short (Better) | N/A | Speedbreaker Tech Short | N/A | \$30.00 | |
| Short Sleeve 1/4 Zip | Short Sleeve Hot Jacket | Fielders Choice Cage Jacket | \$60.00 | \$45.00 | -25% |
| Long Sleeve 1/4 Zip | Half-Zip Coach Top | Fielders Choice Convertible Jacket | \$80.00 | \$70.00 | -13% |
| Long Sleeve Knit 1/4 Zip | Dry Element Top | Team Iconic 1/4 Zip | \$70.00 | \$65.00 | -7% |
| Waterproof Rain Suit | Waterproof Jacket & Pant | Wandertag Jacket & Pant | \$340.00 | \$189.00 | -44% |



Nike/Adidas Product Price Comparison

| Item | Nike Description | Adidas Description | Nike | Adidas | Difference |
|---------------------------------|--|-----------------------------------|----------|----------|------------|
| Football Uniforms- | | | | | |
| Varsity/Collegiate Jersey | Custom Vapor Untouchable (LSU) | Techfit Speed Jersey (Texas A&M) | \$245.00 | \$196.50 | -20% |
| Varsity/Collegiate Pant | Custom Vapor Untouchable (LSU) | Techfit Speed Pant (Texas A&M) | \$125.00 | \$112.00 | -10% |
| Varsity/Collegiate Jersey | Custom Vapor Pro Jersey (Old Miss) | Primeknit Techfit Jersey (Miami) | \$160.00 | \$160.00 | 0% |
| Varsity/Collegiate Pant | Custom Vapor Pro Pant (Old Miss) | Primeknit Techfit Pant (Miami) | \$100.00 | \$100.00 | 0% |
| Basketball Uniforms- | | | | | |
| Custom Basketball Jersey | Hyperlite League Jersey | Uprising Jersey | \$140.00 | \$149.00 | 6% |
| Custom Basketball Short | Hyperlite League Short | Uprising Short | \$102.00 | \$110.00 | 8% |
| Custom Sublimated Jersey | Unlimited Digital Jersey | MiPrimetime Jersey | \$90.00 | \$75.00 | -17% |
| Custom Sublimated Short | Unlimited Digital Short | MiPrimetime Short | \$90.00 | \$70.00 | -22% |
| Stock Reversible Practice Short | Elite Reversible Elite Stripe Practice Short (Non Rev) | Crazy Explosive Reversible Jersey | \$40.00 | \$30.00 | -25% |
| Sublimated Reversible Jersey | Pinnacle Mesh Reversible Tank | MiShow N Go Reversible Jersey | \$85.00 | \$75.00 | -12% |
| Sublimated Practice Short | Pinnacle Mesh Short | MiShow N Go Short | \$65.00 | \$75.00 | 15% |



Football Player Price Comparison

| Item | Nike Description | | Adidas Description | | Team\$ | Team\$ | Difference | Savings |
|------------------------------|--------------------------------|----------------------------|--------------------|----------|--------|----------|------------|---------|
| | | | | | Nike | Adidas | | |
| Performance T-Shirt (Better) | Team Legend SS Crew | Clima Tech Tee | \$14.40 | \$9.00 | -38% | -\$5.40 | | |
| Practice Short (Better) | Fix Short Woven | Clima-Tech Short | \$21.00 | \$12.00 | -43% | -\$9.00 | | |
| Compression Sleeveless Top | Pro Sleeveless Compression Top | Alphaskin Sleeveless Top | \$18.00 | \$12.00 | -33% | -\$6.00 | | |
| Fleece Hoodie | Club Fleece Pullover Hoodie | Fleece Hood | \$27.00 | \$24.00 | -11% | -\$3.00 | | |
| Fleece Pant | Club Fleece Pant | Fleece Pant | \$27.00 | \$24.00 | -11% | -\$3.00 | | |
| | | | | | Total | -\$26.40 | | |
| Football Uniforms- | | | | | | | | |
| Varsity/Collegiate Jersey | Custom Vapor Untouchable (LSU) | Techfit Speed Jersey (A&M) | \$147.00 | \$117.90 | -20% | -\$29.10 | | |
| Varsity/Collegiate Pant | Custom Vapor Untouchable (LSU) | Techfit Speed Pant (A&M) | \$75.00 | \$67.20 | -10% | -\$7.80 | | |
| | | | | | Total | -\$36.90 | | |
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40% off Retail Apparel
35% off shoe retail

Benefits and Incentives

Discount levels on all Adidas purchases-

- 40% discount off of MSRP on all uniforms, apparel, accessories
- 35% discount off MSRP on footwear
- Post-embellishment at Team Dealer Preferred Acct Rates
- 5% shipping on all orders

Promotional Product Allotment-

- \$20,000 budget for promotional goods for Ball High School, redeemed at MSRP (Individual Promo Accounts)
- \$3,000 budget for promotional goods to the District Athletic Office
- \$1,000 budget for promotional goods to the Superintendent
- \$2,500 Cash Fund for District Sponsored Opportunities
- 10% rebate on all purchases made by Galveston ISD or related entities (Adidas purchases only redeemed at MSRP)
- 10% rebate on Barcelona Select Vendors (see Select Vendor List)



Benefits and Incentives (Middle Schools)

Discount levels on all Adidas and Founders Brand purchases-

- 40% discount off of MSRP on all uniforms, apparel, accessories
- 35% discount off MSRP on footwear
- Post-embellishment at Team Dealer Preferred Acct Rates
- 5% shipping on all orders

Promotional Product Allotment-

- 10% rebate on all purchases made by Galveston ISD or related entities (Adidas and Barcelona Select Vendor brand purchases only redeemed at MSRP)

Total Program Branding-

- Access to Co-Branded Collateral materials at special member pricing
- 10% rebate applies to all co-branded materials purchased by Galveston ISD



Branding Package Details

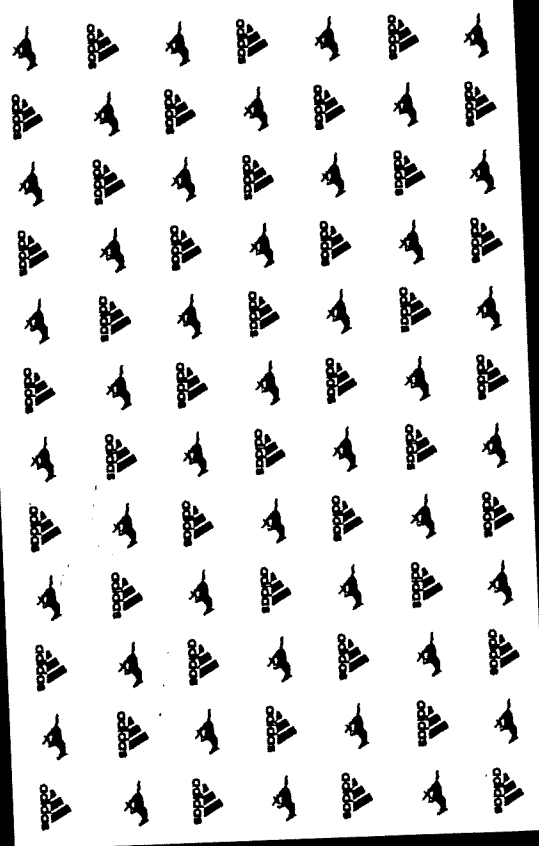
Ball High School will receive:

- Full door wraps in main athletic and gym area of school (up to 8 double doors-includes side windows where applicable)
 - \$7,500 value
- Custom media cube and table cloth for school events
 - \$2,500 value
- (2) 120 X 60 Adidas "Official Outfitter" Banner
 - \$600

Total Package Value \$10,600



Branding Example



Media Wall



120 X 60 Wall Banner



Door Graphics

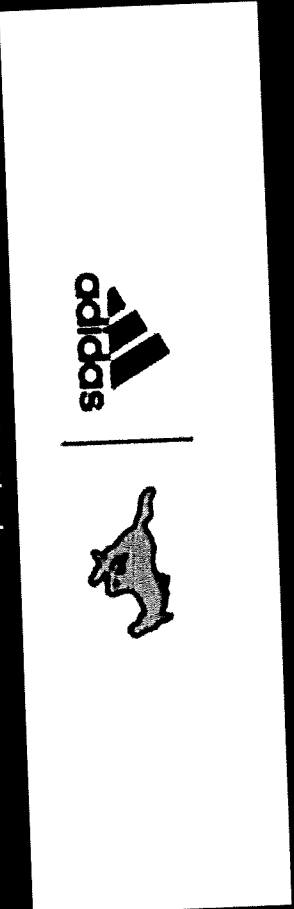
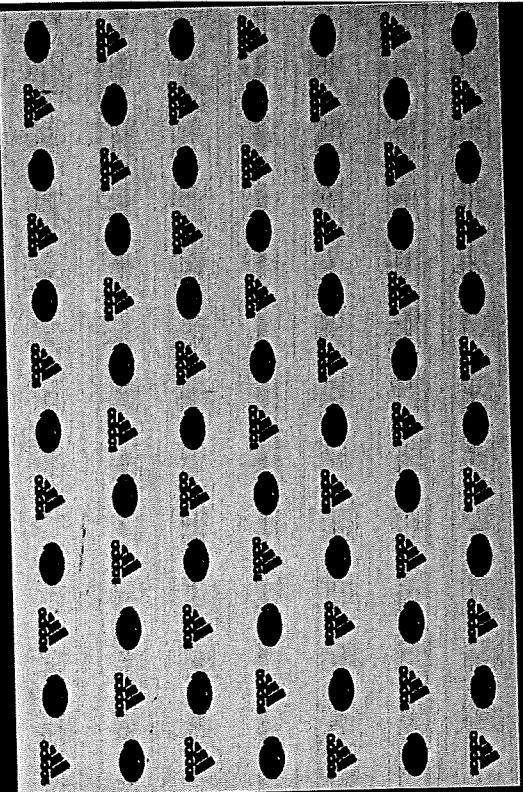


Table Cloth



Branding Example

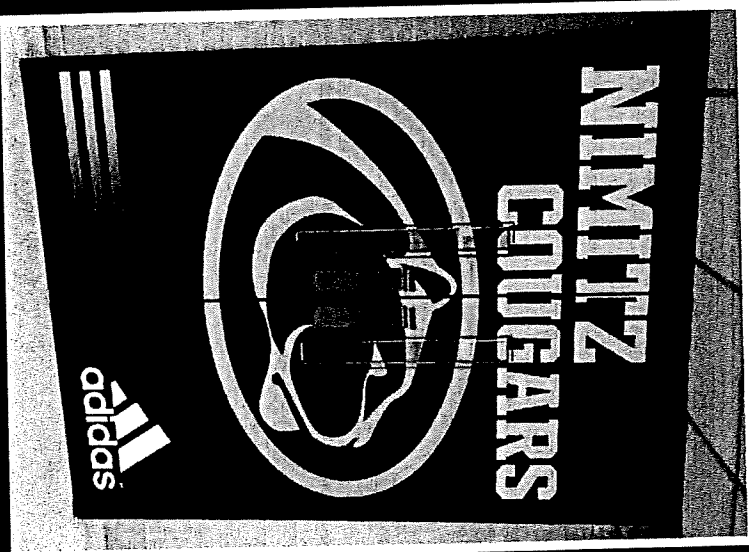


Media Wall



OFFICIAL OUTFITTER

120 X 60 Wall Banner



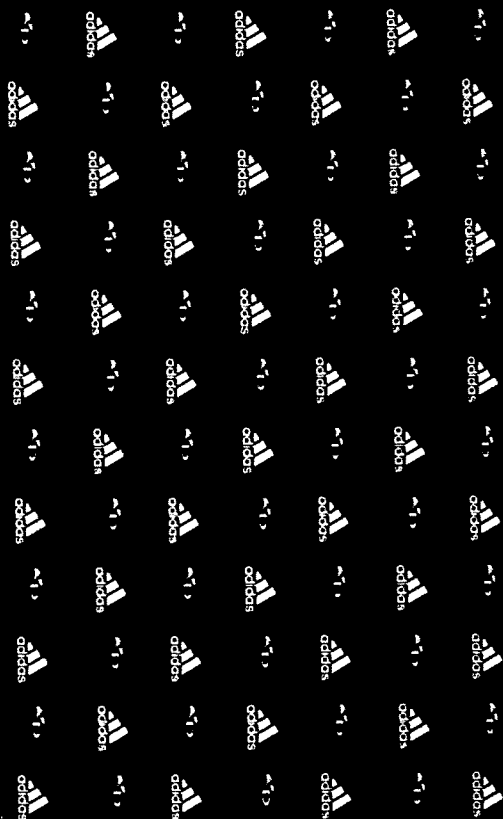
Door Graphics



Table Cloth



Branding Example

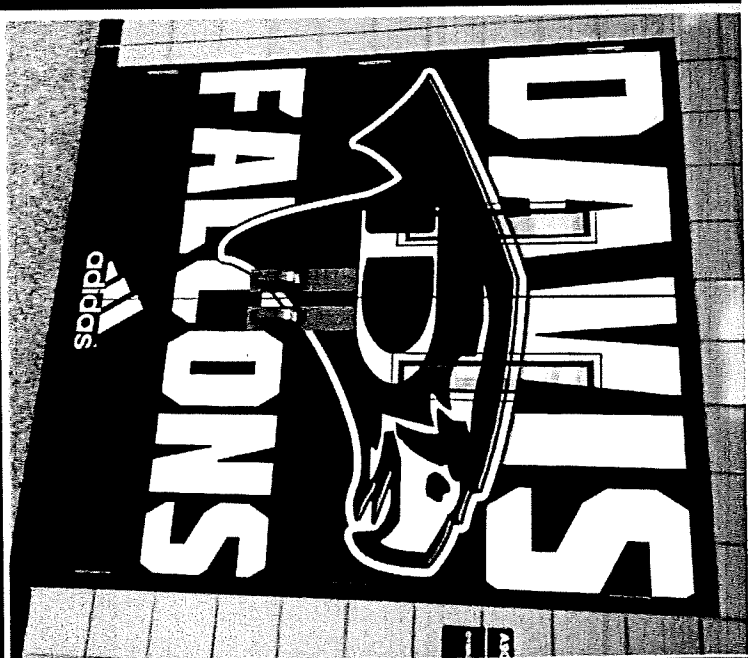


Media Wall



OFFICIAL OUTFITTER

120 X 60 Wall Banner



Door Graphics



Table Cloth



BarcelonaTM SPORTS

ly operated in Houston, TX since 1956.

ntly has 20 road sales representatives operating across the state of Texas.

business was built by coaches for coaches, to provide the best service possible to our
mers.

argest Adidas dealer in the state of Texas.

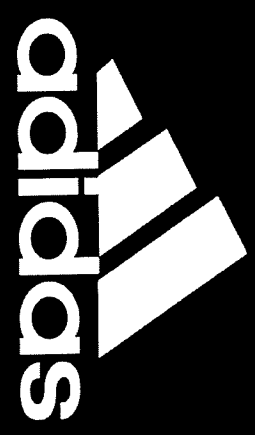
ate and control our decoration process from beginning to end, this allows us to provide
stest delivery and ensure the highest quality for our customers.

inue to grow our partnership with Galveston ISD through community events.

ide discounts and incentives to booster clubs, spirit organizations, other faculty/staff,
row the Adidas brand within the district.



Thank You



Barcelona
SPORTS

