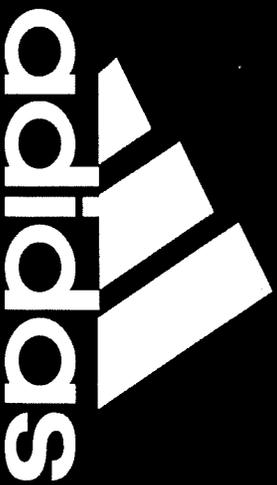


Galveston ISD Athletic Proposal



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.





Florida Turn Up
#teamadidas

SPORTS ILLUSTRATED | FREDERICK M. LEE | TENNIS | ADIDAS

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

By [David LaRocca](#) | [September 17, 2018](#) | [10 min read](#)

The *Insider* picks team writes about stuff we think you'll like. *Business 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 overlooked. Technology-driven designs might do well on the track, field, or court, but when it's time to take off the athletic gear and keep back into the street, they look severely out of place.

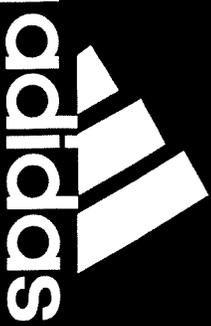


ADIDAS
Boost
SNEAKERS



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

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



Brett Hershman, [Benzinga Staff Writer](#) | [Twitter](#) | [LinkedIn](#) | [Facebook](#)
September 18, 2018 5:45pm | [Comments](#)



Nike/Adidas Product Price Comparison

Retail Price

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	Clima 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	Clima-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	Unfirmed Digital Jersey	MiPrimetype Jersey	\$90.00	\$75.00	-17%
Custom Sublimated Short	Unfirmed Digital Short	MiPrimetype 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	Crazy Explosive Reversible Short	\$40.00	\$25.00	-38%
Sublimated Practice Short	Pinnacle Mesh Short	MiShow N Go Reversible Jersey	\$85.00	\$75.00	-12%
		MiShow N Go Short	\$65.00	\$75.00	15%



Football Player Price Comparison

Item	Nike Description		Adidas Description		Team \$		
					Mike	Adidas	Difference Savings
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	
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	
					Saving Per Player	-\$63.30	
					Players	75	
						-\$4,747.50	

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

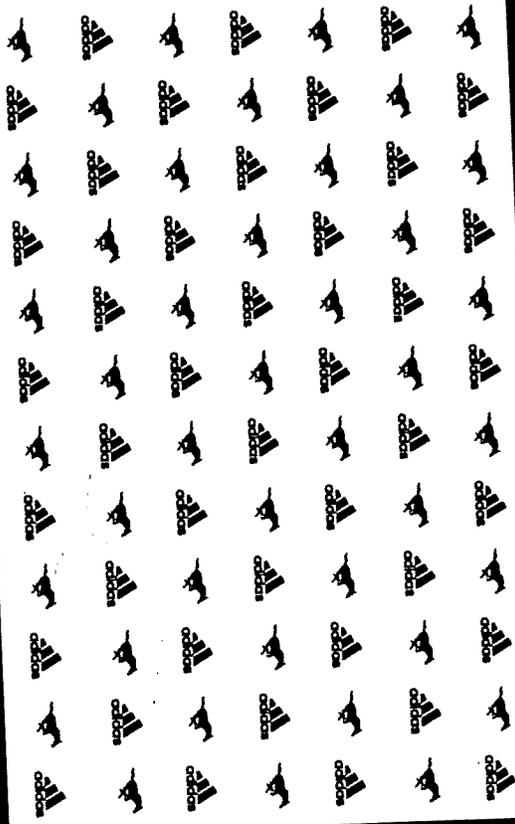
Ball High School will receive:

- 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



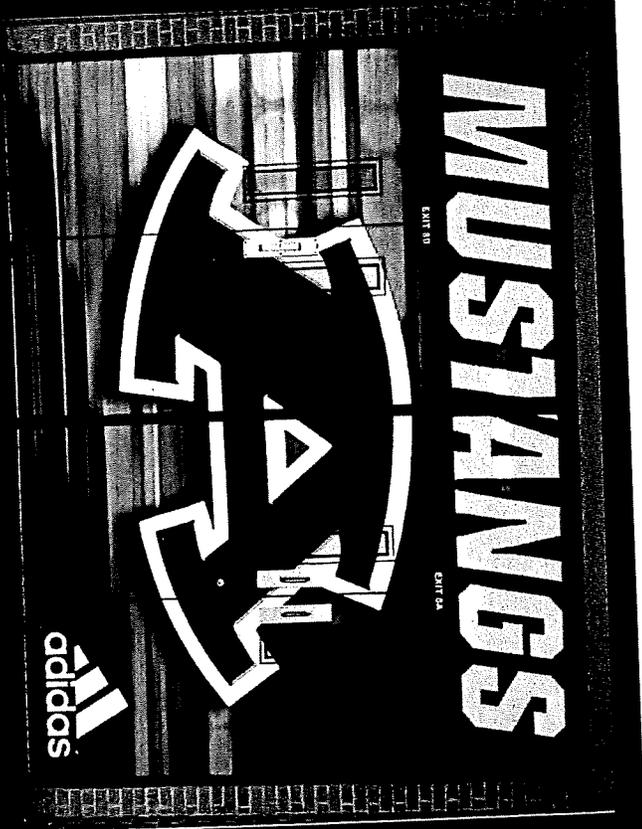
Branding Example



Media Wall



120 X 60 Wall Banner



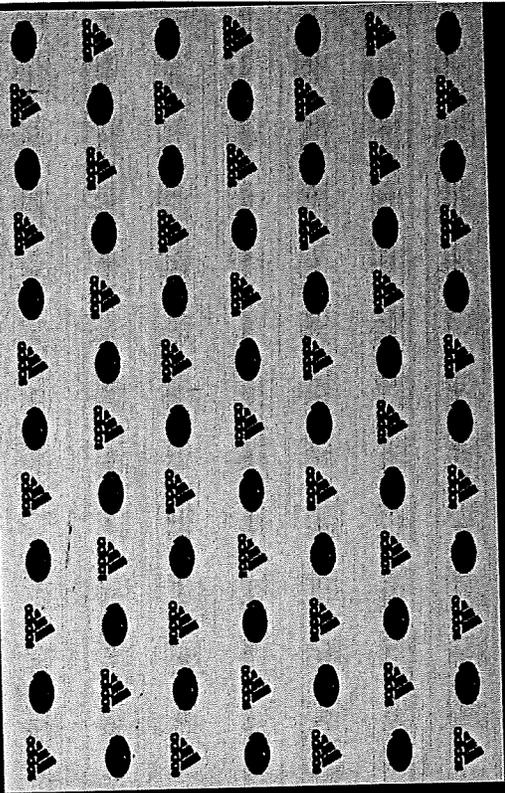
Door Graphics



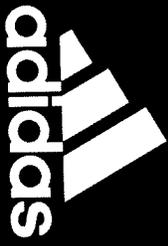
Table Cloth



Branding Example

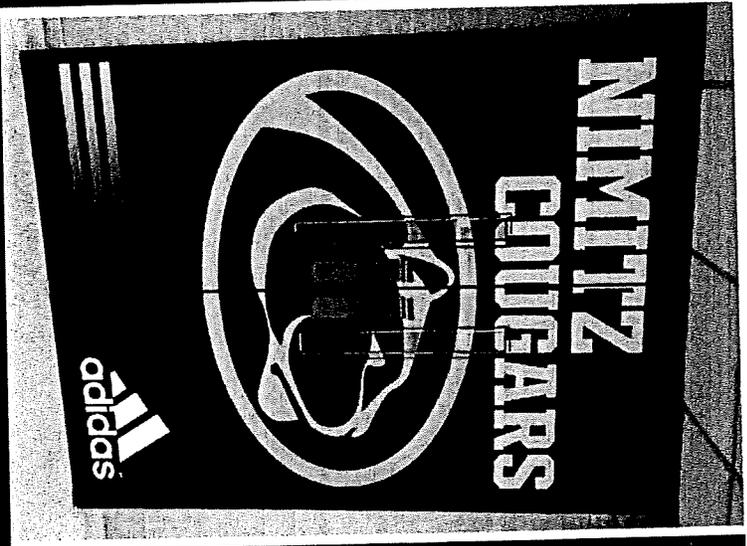


Media Wall



OFFICIAL OUTFITTER

120 X 60 Wall Banner



Door Graphics

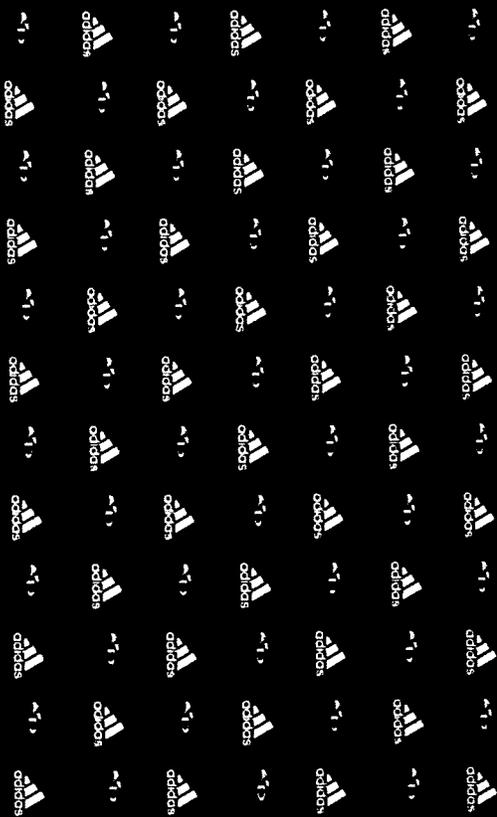


Table Cloth





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.

usiness 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.

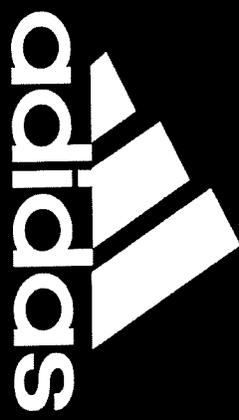
inue to grow our partnership with Galveston ISD through community events.

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





Thank You



Barcelona
SPORTS™

