

Fundraising Made Fun and Easy

For nearly 30 years, Longstreth has been committed to the growth and development of women's sports. As specialists in the sports we serve, we are sensitive to the critical role that fundraising plays in creating opportunities for athletes, teams, and organizations. At Longstreth, we offer a variety of fundraising programs to meet your group, tournament, or camp needs. Our fundraising offerings have been designed with you in mind. We have revamped our forms and programs to better suit your needs. Longstreth truly wants to make your fundraising event *fun and easy*.



Our Fundraising Programs

You sell our high-quality apparel/equipment at retail prices but pay for it at a special, low fundraising cost. Your team profits the difference! It's that easy. Within this packet, you will find individual inserts describing each program in detail.

Longstreth's Products

We take pride in all of our products. Our tee shirts are made of high-quality, 100% preshrunk cotton. Our products are guaranteed, in accordance with manufacturer's warranty, against defects in material and workmanship.

The Fundraising Customer Service Team

Can't decide which program will work best for you? Not sure of how to fill out the paperwork? Let our team of specialists walk you through it. We are just a phone call away and are happy to help you out. Call 1-800-545-1329, Monday through Thursday between the hours of 9 a.m. and 9 p.m. and Friday between the hours of 9 a.m. and 8 p.m.

Your Profits

Profits may vary depending on which programs you choose and the type of products sold. In our Consignment program, you control the profits because you have the flexibility to set your own retail prices. Our customer service staff can assist you in determining potential profits based on Longstreth's suggested retail prices. See the example below based on the Custom Tournament or Event T-shirt program.



You purchase 500 custom-made tees for your event for \$5.00 each.



You sell these tees to the players, parents, and coaches for \$15.00 each.



You just made \$5,000! It's that easy!

Longstreth's Consignment Program

This popular program has been revised to incorporate a new, user-friendly sales tracking form. The benefit to this program is that there are NO UP FRONT COSTS! It's a quick and easy source of profit!

Tired of hawking candy bars and gift wrap to family and friends? Make money for your team, camp, or organization by selling the popular sport-specific apparel, novelties, and equipment that athletes crave! To make your selling job even easier, your Fundraiser takes place during your camp or tournament when you have access to a large captive audience of buyers.

The best part? You pay for nothing in advance. We supply our popular, high quality merchandise for sale at your event. Afterward, you return all unsold goods. You pay us only for the items you sell, along with freight charges.



How The Program Works:

- Contact our Specialists at 1-800-545-1329 or at fundraising@longstreth.com a minimum of 30 days before your event.
- A Longstreth Fundraising "coach" will work one on one with you to build a Fundraising package best suited for your age group and geographic location. We will utilize our nearly 20 years experience in the consignment fundraising business to pick for you a selection of our top-selling merchandise in quantities that will allow for maximum profit. (There's no sense turning over your hard-earned profits to the shipping company when you have to return a shipment that was too large.)
- Complete a Longstreth Consignment Contract.
- Once your contract is received and all information is verified, we'll schedule your shipment to arrive several days before your event. Included with your shipment will be a **new, much improved sales tracking form** along with helpful hints for conducting a successful fundraiser.
- Our shipping staff strives for 100% accuracy, but please check over your order and report any problems or discrepancies immediately.
- You hold your event and make lots of money!
- Following the event, count all unsold merchandise and record it on your sales tracking form.
- Return your unsold goods, a copy of your sales tracking record, and your check for items sold to Longstreth within 5 days of the completion of your event.

Offer Code: FUND429A

Weekend Event Fundraiser

A great fundraising alternative for those who fear Mother Nature's wrath. This program has two components. Both are designed to produce profits while reducing the hassle of inventorying large quantities of goods. For best results, we recommend combining both.

Introducing the "Rain Insurance Program" "Rain, rain, go away. Take a pre-sale and make a profit anyway."

- Use your website and registration packet to produce the pre-sale of tournament t-shirts and exclusive Longstreth apparel.
- Longstreth will supply a list of products for inclusion on your website along with sample order forms.
- Pre-sell to your own organization as well as the teams who will be attending your event.
- Tournament participants submit orders and payment to you, and you place your order 10 days prior to your event. Please provide one check payable to Longstreth Sporting Goods.
- Longstreth delivers the pre-ordered items, separated by team, for distribution at your tournament/event.
- You pay reduced prices for the goods, sell them at retail prices, and keep the difference.

Sample Packet Program Another great alternative to spending your whole weekend counting goods. Our new sample packet will help eliminate the hassle of many boxes.

- We will send you a sample packet of our exclusive apparel and novelties for display at your event.
- You display the sample packet in a prominent location and take orders (organized by team) in a prominent place for all participants to view.
- Collect payment at time of order. We offer you a special reduced price and you sell the goods at retail price.
- You remit payment and orders (organized by team) to Longstreth.
- We deliver the goods to one address per team.

The Sample Packet includes a variety of the items listed below:

- tees
- tanks
- long-sleeve tees
- shorts
- hoodies
- sweatpants
- novelty items

Exclusive Apparel Pre-Sale Fundraiser

This is a great fundraising program to benefit your team and players! Instead of selling the products to family and friends, have your players purchase the products. You sell the apparel/equipment at retail costs, but purchase it at our special, low fundraising price. The team keeps the profit!

How The Program Works:

- **Contact us.** Call our fundraising customer service team at 1-800-545-1329 to receive a special fundraising price list.
- **You Collect the Orders.** Direct your players to our website (www.longstreth.com) or to our 2006 catalog for a presentation of our current apparel line. (Limitations may apply.) Players provide you with the items they want and pre-pay you at our regular retail price. You submit one group order to us along with payment based on the special fundraising pricing. You keep the profits.
- **We Deliver the Goods.** Your group order will take approximately 2 weeks to process from the time we receive the payment. Your entire order will ship to one address. All orders are shipped complete.
- **You Keep the Profits.** It's that easy.



“I was so happy with the Fundraising this year. The changes you implemented in the Fundraising Program made it a lot easier than in the past. Everyone who has any kind of tournament should give it a try -- it was so easy. I was really shocked with the amount we sold. We will definitely be doing this again next year.”

Mariclaire Hosking, Pleasant Valley Field Hockey

Custom Team or Organization Apparel

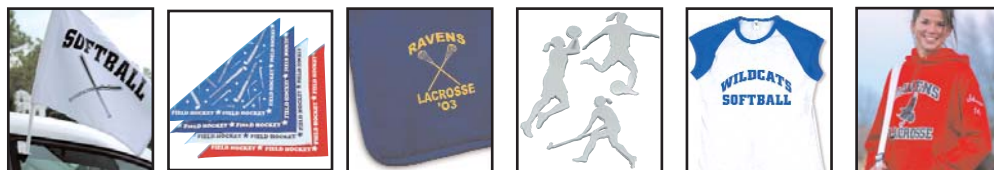
Everyone wants to show their team spirit! We can design and print custom-made apparel with the name of your school, team, or club. We can print your already existing logo or create a new one for you. Players can help the team earn money towards new equipment or uniforms by selling Spirit Wear to their friends and family.

Spirit Wear

A great Fundraiser for sport teams, clubs, and activities. Place your school/team name and sport on the front of your tee (available in all school colors) and add an attitude/inspirational logo or team roster to the back. (Also available in long-sleeve, crew, or hoody.) Build on your spirit wear profits by offering the same great shirts, crews, and hoodies to friends, fans, family members, and alumni. Work with one of our designers to develop a custom logo to show your spirit.

Custom Organization Apparel

Working with our team sales staff, select a "package" of 3-5 customized items that might include t-shirts, polos, long-sleeves, tanks, shorts, sweatpants, hoodies, crews, tie-dyes, jackets, car flags, blankets, and magnets. This is a great fundraising option for school stores and booster clubs.



Examples of items available to purchase. We have tons of other merchandise for you to choose from.

All sales are final (no returns) on custom team/organization Fundraisers.

Does your team need money to:

- Purchase new uniforms, jackets, or equipment?***
- Pay tournament/travel expenses?***
- Assist with camp fees?***

We can help. Call our Fundraising specialists today at 1-800-545-1329!

Custom Tournament or Event T-shirts

A great souvenir item that will enhance your event and provide great profits. Tournament t-shirt prices start as low as \$3.00. Prices include FREE* artwork. Order from Longstreth and receive FREE staff tees. Staff shirts will feature your logo on the front and "STAFF" on the back of a 100% cotton white tee.

Tournament T-shirt Hints

- Order Early- Please provide a minimum of 30 days notice.
- Add a list of participating teams as a back print on your tee.
- Offer a Longstreth tournament tee along with tanks, shorts and other items available through Longstreth's Consignment Fundraising program.
- Advertise your tournament shirt on your website and in your registration materials. Minimize your risk of leftover shirts by pre-selling to attending teams. Teams gather orders, send you one check, and pick up the order at the tournament.

Camp T-Shirts

Holding a camp or clinic that includes a t-shirt in the registration fee? Longstreth can produce a great looking tee at competitive prices. Starting at only \$3.00 each, an order of Longstreth tees also includes FREE artwork and FREE staff shirts.



You purchase 500 custom-made tees for your event for \$5.00 each.



You sell these tees to the players, parents, and coaches for \$15.00 each.

Everyone loves a souvenir!



You just made \$5,000! It's that easy!

*Complex, "made to order" designs may require additional charges. Your customer service representative can help assist you on estimated costs that may occur due to complexity of design.

All sales are final on custom tournament and camp t-shirts.

Offer Code: FUND429E

How to Make Your Event a Success

Longstreth wants your event to be profitable. We've designed some helpful tips that will maximize your event's success. The tips below have been developed specifically for the Consignment Program, however, many tips are valuable for the other programs as well. As always, if you have any questions call our special Fundraising Customer Service Team at 1-800-545-1329, Monday through Thursday between the hours of 9 a.m. and 9 p.m. and Friday between the hours of 9 a.m. and 8 p.m.

Before your event

- **Let people know.** Advertise that goods will be for sale at your event. Many camp and tournament directors include this information with their registration information and/or on their website so that participants will come prepared to buy.
- **Organize your volunteers.** We have found that a pre-event meeting of the "sales staff" is most helpful in ensuring the success of your fundraiser. The goal of this meeting is to make sure your volunteers are able to see the products and review the pricing. They should be provided with instructions on handling cash, checks, etc. We've found it works best if volunteers are pre-assigned specific shifts. Remember, excitement is contagious. Get your volunteers excited about the products and it will rub off on the players, parents, and coaches!
- **Inventory.** Our shipping staff's goal is to prepare your shipment with 100% accuracy. In fact, we have recently implemented barcode technology as a means of better maintaining our inventory. Still, an occasional error is possible. For that reason, we must request that you complete a thorough inventory as soon as you receive your Fundraiser merchandise. (A pre-printed sales report form has been provided for this purpose.) This process will not only allow you to check the accuracy of your shipment, but will also help to familiarize you with the products. You can refer to the catalog or our website (www.longstreth.com) to help in properly identifying the items. If you experience any difficulty, please call our team for assistance.
- **"Oh no!"** In the event that you discover a shipping error or find that your goods have arrived damaged, please contact Longstreth immediately. We will review our shipping records and edit your order to reflect accurate counts, as necessary.

During the event

- **Location.** Position your selling tables in high traffic areas. If possible, set up your display near the concession stand or entrance/exit areas.
- **Posters.** Post signs advertising your sale and location throughout the park/facility or in the bathrooms so that participants will make the effort to find you during breaks.
- **Product Display.** We recommend arranging your display by style type so that all tees, for example, are shown together. T-shirts, tanks, longsleeves, shorts, and gift/novelty items should be placed in the center of your table with hoods, pants, and any equipment items on the end. If you are fortunate enough to set up near a fence, place matching shirts/shorts on hangers to encourage the purchase of entire outfits. Also, don't forget to post price lists so that customers and your volunteers can quickly calculate purchase totals.
- **Inventory.** Once you have placed a generous assortment of goods on your display table, store the remaining goods under the table, bagged and marked by size. Keep a close eye on your merchandise in order to avoid damages and/or theft that will negatively impact your profits. You will be charged for all damaged goods returned from your event. If you should discover that goods do become damaged, we suggest that you attempt to wash and resell them. Longstreth cannot credit you for damaged or washed merchandise, so please do not return it after your event.

During the event (continued)

- **Unsold items.** Because unsold goods will be returned to Longstreth, we must request that you do not write on the tag, sticker the merchandise, or attach hangtags.
- **“End of Event” sale.** Consider holding a closeout sale at the conclusion of your event. Many customers have found it more profitable to sell merchandise at a discounted price (dropping the retail price \$1 or \$2) than pay the shipping costs to return the unsold products. Shipping costs will eat into your bottom-line profits, so selling the products at a lower cost will still generate profits for you and lessen the negative impact of returning the items.

After the event

- **Final inventory.** At the conclusion of your event, take a final inventory to determine sales, returns, and the amount owed to Longstreth. We encourage you to utilize the pre-printed sales report form (provided with your shipment) for this purpose. For those who have expressed interest, a copy of the Excel Spreadsheet can be emailed to you. This Excel form is set up with formulas that will automatically perform the necessary calculations.
- **Longstreth’s questionnaire.** We’d appreciate your feedback. We’ve made many updates to our program based on the feedback of our customers. Please complete the Fundraising questionnaire so that we can continue to make improvements to our program.

Longstreth 2006 Fundraising Program Contract

DATE: _____
SPORT: _____

PHONE: 1-800-545-1329
FAX: 610-495-7023

LONGSTRETH DOES NOT REQUIRE ANY PAYMENT IN ADVANCE FOR FUNDRAISING CONSIGNMENT MERCHANDISE. THE CONSIGNEE IS REQUIRED TO DEMONSTRATE THAT HE/SHE IS FINANCIALLY RESPONSIBLE. EACH REQUEST WILL BE HANDLED ON AN INDIVIDUAL BASIS. IN ORDER FOR LONGSTRETH TO PROCESS AND SHIP MERCHANDISE, THE CONSIGNEE IS REQUIRED TO **COMPLETELY** FILL OUT THE INFORMATION SECTION BELOW. **PICK-UP ORDERS AND DROP-OFF RETURNS WILL BE BY APPOINTMENT ONLY.**

PLEASE PRINT CLEARLY - COMPLETE ALL SECTIONS

CONSIGNEE NAME: (CONTACT PERSON) <i>Must be 18 years of age or older</i>	ORGANIZATION/TEAM NAME:
CONSIGNEE PHONE/E-MAIL: WORK() _____ HOME() _____ FAX () _____ E-MAIL _____	CONSIGNEE EMPLOYER: _____ EMPLOYER ADDRESS _____ NUMBER OF YEARS WITH EMPLOYER _____
SHIP TO CONTACT NAME: ADDRESS: IS THIS A RESIDENCE? YES ___ NO ___ PICK UP ORDERS WILL BE BY APPOINTMENT ONLY PLEASE CALL TO SCHEDULE AN APPOINTMENT	BILLING ADDRESS:
ORGANIZATION CHIEF OFFICER/PRESIDENT/TREASURER NAME: PHONE NUMBER: <i>Must be different from contact person.</i>	BACKUP MASTERCARD/VISA# _____ CARD HOLDER NAME _____ EXP. DATE _____

IS THE ABOVE ORGANIZATION A LONGSTRETH TEAM CUSTOMER?
 NO ___ YES ___
 (IF YES, CUSTOMER NUMBER) _____
 DATES OF EVENTS: ___/___/___ ___/___/___ ___/___/___
 TAX EXEMPT NUMBER _____ (FOR PENNSYLVANIA RESIDENTS ONLY)
 DATE GOODS WILL BE SHIPPED BACK (MUST BE WITHIN 5 DAYS FROM END OF EVENT): ___/___/___
 NO. OF PLAYERS AT EVENT: _____ AGES: _____
 LOCATION OF EVENT: _____
 CIRCLE ONE: CAMP TOURNAMENT OTHER _____

TEAM BUYER NAME _____ TITLE _____ PHONE _____ ADDRESS _____ CITY _____ STATE _____ ZIP _____ All above info is required to qualify for preferred customer status, discounts and bonuses.
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LONGSTRETH WILL PROVIDE GOODS TO CONSIGNEE, SIGNED BELOW, FOR THE PURPOSE OF FUNDRAISING DURING A SPECIFIC EVENT.

THE CONSIGNEE AGREES TO THE FOLLOWING:

1. TO BE RESPONSIBLE FOR NOTIFYING LONGSTRETH OF ANY DISCREPANCIES OF QUANTITY OR DAMAGED MERCHANDISE RECEIVED **PRIOR** TO YOUR EVENT.
2. TO BE RESPONSIBLE TO NEATLY **FOLD** AND **BAG**, BY SIZE, ALL MERCHANDISE BEFORE RETURNING. CONSIGNEE MUST COMPLETE AND SUBMIT THE SALES REPORT INVENTORY FORM WITH THE RETURN. ALL MERCHANDISE IS TO BE RETURNED VIA UPS **WITHIN 5 WORKING DAYS** OF THE END OF THE EVENT ALONG WITH A CHECK FOR MERCHANDISE SOLD.
3. PAYMENT FOR THE ITEMS SOLD **IS TO BE SENT WITH THE RETURNED MERCHANDISE WITHIN THE 5- DAY PERIOD.** LONGSTRETH DOES NOT ASK FOR MONEY UP FRONT AND DOES NOT BILL THE CONSIGNEE. ALL MONIES ARE DUE **WITH** THE RETURN AND EVERY 2 WEEKS FOR ONGOING EVENTS.
4. MERCHANDISE, PAYMENT AND A COPY OF SALES REPORT ARE TO BE RETURNED, VIA UPS, TO: LONGSTRETH, 78 WELLS RD., PARKER FORD, PA 19457. BOXES SHOULD BE MARKED WITH CONSIGNEE NAME, NUMBER OF BOXES(I.E., SMITH BOX 1 OF 3.) AND THE WORD "FUNDRAISING".
5. THE CONSIGNEE IS FINANCIALLY RESPONSIBLE FOR ALL SOILED AND/OR DAMAGED GOODS NOT SOLD. **DO NOT SEND BACK ANY DAMAGED OR SOILED MERCHANDISE TO LONGSTRETH.** DO NOT PUT TAGS OR STICKERS ON MERCHANDISE. DO NOT USE NEWSPAPER FOR PACKAGING.
6. A CHARGE OF \$10 PER DAY WILL AUTOMATICALLY BE APPLIED TO THE CONSIGNEE'S ACCOUNT FOR LATE RETURNS, OR FOR LATE PAYMENT. THE CUSTOMER IS RESPONSIBLE FOR SHIPPING CHARGES **BOTH WAYS.** CONSIGNEE IS RESPONSIBLE FOR SHIPPING CHARGES WHEN DAMAGES MUST BE SHIPPED BACK TO THE CONSIGNEE. **DO NOT SEND DAMAGES TO LONGSTRETH.**

MERCHANDISE WILL NOT BE SHIPPED UNTIL THIS CONTRACT IS COMPLETED IN FULL, IS SIGNED BY THE CONSIGNEE, AND IS RETURNED TO LONGSTRETH.

I (the consignee) WILL ABIDE BY CONDITIONS STATED ABOVE.

SIGNATURE _____ (CONTACT PERSON)

PRINT NAME _____ Must be 18 years of age or older

Need Youth Packages?	# of Jr. Packages Needed _____	# of Sr. Packages Needed _____
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For Official Use Only	Cons. Cust. # X _____	Shp. DT. _____
SO#	SO AMT.	RET.
SO#	SO AMT.	RET.
		INV. AMT.
		INV. AMT.
		INV.
		INV.

Fax # 610-495-7023