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Sample of Work Example:

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United States

Entrepreneur / Project Manager

Method of Submission:

This applicant uploaded documents directly into the SFU Graduate Admission Application Portal.

Location of Materials:

See Sample of Work Summary and documents below.

Samples of Work Summary - Fall 2017
Master of Digital Media at The Centre for Digital Media

I am proud to present the following five items as my samples of work for this application to the MDM program:

1. Business Plan for Bamboo Skateboards
   Role: Business plan author
2. Video Series for SkateXS, LLC
   Role: Producer
3. E-commerce Website for Kid Agains, Inc.
   Role: Account and Project Manager
4. Marketing Materials for Board and Brew Restaurant
   Role: Account and Project Manager
5. Product Development and Catalog for Alpha Lacrosse, Inc.
   Role: Creative Director, Account and Project Manager

These five samples of work relate to each other by showcasing the many aspects it takes to strategically market a business; from the foundational planning for a business, to developing marketing content and designing products, and to creating a new sales channel for business growth. Most of these projects also showcase working in teams and building relationships. Finally, all of these samples showcase a successful solution, fulfilling the customers' needs.

As an account and project manager with a background in business development and operations, these five projects represent my skills and strengths in these roles. In creating the business plan (#1), I was able to strategically understand the competing interests of multiple departments and to balance those interests in the final plan. I also assessed and strategized how the product could succeed, based on market and industry trends.

The video series project (#2) shows my organization and multitasking skills in a video set environment. This project, along with the e-commerce website (#3), are examples of my relationship building skills and ability to develop new business for the agency. For both, I was able to successfully provide a quality client experience with a premium end result. These two projects along with the Board and Brew project (#4) are prime examples of my ability to lead teams of differently skilled individuals to a common end goal.

The final sample of work, project management for multiple new products and a catalog, (#5) involved all of the skills needed for the previous four projects, but also involved an extremely short timeline of 2 weeks. As Alpha Lacrosse's agency of record (AOR), we were familiar with the brand, and we were able to successfully create over 15 new apparel and lacrosse products for the company, as well as the catalog design. The products and the catalog were launched at the largest lacrosse convention in the world. Working with the short time frame, I used an agile PM model and drove the creative direction working closely with three designers and the client to ensure everyone was fully in sync. This was one of my recent projects, and with the strengths I've developed over the years from different experiences, I was able to lead this project to a successful completion. The client was able to impress new retailers and significantly grow their business at the convention.

These five samples of my work show my business experience, my organizational skills, my relationship and business development skills, leadership, creativity and ability to deliver under pressure. I hope to apply and improve on all of these in the MDM program.

Created by Mark Olson (non-confidential)

Business Plan
2015

Business Plan

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Appendix: 2015 Expense Budget

1. Overview

This plan provides a roadmap for expanding the business to $1,000,000 over the next three years. It is based on building on the company vision:

> ***We are an ecologically-based skateboard brand and manufacturer of high quality skateboards made of sustainable bamboo from managed forests. We choose bamboo because of its endless renewability as a resource, its outstanding aesthetics and its excellent performance characteristics."***
>
> ***"We are a brand focused on quality, design and value. Quality cruisers, longboards and skateboards with professional designs and shapes at a value driven price."***

"

The skateboard market is worldwide and has traditionally used maple in the construction of boards. Maple is very strong and boards are typically made from one piece cut to the shape. Bamboo boards are constructed by laminating bamboo pieces into a specific shape and style. Because of this construction, bamboo boards are much more aesthetic, and lend themselves to many more options for shaping and styling. The properties of bamboo bring an enhanced technology of strength and elasticity, which translates well with the current construction of bamboo and maple. Currently, Bamboo captures only a small fraction of the market and has tremendous potential for growth.

The market is also very competitive with products that can be grouped into roughly three tiers:

High end - Competition class boards that focus primarily on performance
Midrange – Quality boards that provide an attractive look and feel
Low end – Mass produced boards where low cost is the key focus.

Product life is also an important consideration. For skateboards, 3 months is the typical life; and for longboards and cruisers, 12 months may be more common. The short life is the result of scrapes and wear that occurs during normal use. Skateboarders will likely purchase two or more products per year.

The **Bamboo Skateboards** niche is in the midrange tier and focuses on longboards and cruisers as its primary emphasis. To expand the business, actions will be needed in two dimensions:

1. **Brand Development.** To be competitive in the midrange niche, three areas are critical. First, a program to continuously refresh the artwork and overall aesthetics of the board's look and feel. Second, a smart and aggressive pricing program. Third, programs to increase the **Bamboo Skateboards** brand recognition and reinforce bamboo as a high quality and eco-friendly choice.

2. **Account Development.** The company currently uses several sales channels for sales; web-driven, distributors, wholesale, and key accounts (larger customers). Wholesale accounts are primarily in Southern California and somewhat local to the business. Distributors provide channels to reach to the global marketplace. Many of our sales partners have their own brands and thus, we provide private label versions

of our products with their brands.

For manufacturing, we utilize offshore resources to produce the bamboo blank boards to our specifications. Most of the accessories, wheels and related hardware are sourced from local suppliers. We commission artwork from various local contract artists. Board assembly and shipping is typically done in our local facilities, or may be outsourced completely depending on the volume and artwork required.

In addition to increasing the business size to $1,000,000 over he next three years, additional critical success factors include:

- Development of a professional organization that can maintain and expand the business by developing our brand and our sales.
- Restructuring the retail sales dimension of the business (Local shops) to be more efficient.
- Setting annual and longer-range plans and goals and the strategies to achieve them.
- Managing operations to insure a 20% net profit that can be used to reward shareholders.
- Aligning company ownership to facilitate the outcomes.

2. Brand & Product Development

Branding Considerations

Brand development in the skateboard market is a function of uniqueness, aesthetics (graphics), quality, performance, and price. Our primary branding element is the use of bamboo, which leads to significant advantages in terms of aesthetics and performance.

Brand awareness is a more complex issue and depends on reputation, time-in-the-market, advertising, and other factors such as demographics, cultural orientation, etc. Well known skateboard brands usually have graphics developed around a famous team of riders leading to the identification of signature boards. For brands not using famous riders, another method is to feature a recognized artist and an "artist series". These "artist series" boards promote the professional artist in a manner similar to the skate rider teams.

The Bamboo Choice

The use of bamboo materials brings a sustainable option to the skateboard industry. We have worked with this material for over six years and have developed very unique, high quality products.

Our focus has been on the performance aspect of our boards. With this focus, we have been able to find customers in a niche market who are looking for a skateboard like ours. ***These customers are more highly educated and in search of something unique.*** In order to grow over the next year we will need to focus not solely on this market of performance, but also on the look and aesthetics of bamboo. One of the first things that comes to mind when someone looks at bamboo is how natural and great it looks.

Skateboards are primarily made of maple wood. We have done extensive research and development into how to use bamboo as a primary building material. In partnership with Sole Technology, which is one of the leading shoe companies in action sports, we were able to test our boards against status quo maple boards in a blind test. Using state of the art equipment in the S.T.I. (Sole Technology Institute) lab we were able to prove consistently that our **Bamboo Skateboards** increased the height of an ollie (jumping on your board without help of a ramp) by 3 inches. We have also had our longboards tested by a collegiate student at Cal State University, San Luis Obispo. He was testing the stiffness of 3 leading companies' longboards and after all the testing Bamboo Skateboards held the best overall scores.

Aesthetics and Graphics

Building on the natural look of bamboo, artwork adds to the aesthetics of a bamboo board. Our main competitors (Sector9, Arbor, Goldcoast) all have quality artwork from professional artists. These companies also have a design style that gives them brand identity, so when a customer walks into a shop they can tell it is their brand before they see the brand name. **Bamboo Skateboards** will need to match and exceed this level of brand development.

Action Plan:

- Update our graphic designs for a 2015 spring/summer launch. Finding a few artists is the first step. Once we have a few artists we are promoting, others will start to pay more attention and want to be involved. By January we will need to have a series for our longboards and cruisers to pitch to large and key retailers for launch in the spring. It is key to have samples and catalogs in advance to pitch so we have time for production. The buying season for spring/summer season is January. This will allow us to launch our 2015 line of boards in April/May when our factory, which id out of the country, is done making all the boards and they have been received by us.

- Define and develop the next iteration in our brand and image. We need to work with our current designers and search to find other professional designers to partner and work with to have them help create unique and quality graphics that will facilitate sales to a few larger retailers. We will negotiate aggressive pricing & discount plans based on sales volumes.

- Develop a process to maintain and refresh our brand. Develop and maintain a relationship with a few artists. In addition, work on a project only basis with a number of additional artists. This will keep our brand style similar but also ever changing and fresh. In the skateboard industry it is often the skate team that sells products and the brand image and the graphic are secondary. In the cruiser and longboard niche of that industry it is this way but the team is much less important. Therefore, the barrier to entry for a smaller brand is possible with a quality looking product that attracts attention with a solid brand image telling a story along with point of purchase marketing.

- Locking in some artists to have graphics done by the beginning of summer for 2016 spring would get us ahead of schedule to ensure proven and tested graphics. Getting ahead of the ball is important to ensure quality and production. This would also allow for time to create marketing campaigns for launches and work with media companies to help launch product. At the same time we need to build strategic collaborations with other action sports companies to build our brand image. Digital campaigns will be scheduled with top performing media companies, with a start at looking into other media campaigns (video, print, etc.).

Pricing Strategies

The company was initially started using a low price strategy and only selling products directly to consumer. That strategy has shifted considerably over time. Since we launched our longboards, we've built our wholesale price plan to be equal to or just under our competition.

We have pricing structures set for different channels of business (retail/online, drop-ship, wholesale, and distributor).

- The retail or online is the channel from which we sell directly to consumers. This channel has the highest margins as we are taking it from manufacturer straight to the consumer.

- Drop-shipping is a small section of companies that we partner with that don't want to carry their own inventory. We give them a discount off the retail price of 30% as we ship individual orders to their customers. This channel is a very small market.

- Wholesale level is our largest and most used discount, between 40%-49% off retail price. This is what is given to dealers and also companies with whom we do private label projects. Large nationwide dealers and local stores, all receive a wholesales price within this discount range.

- Distributor discount is only for companies whose entire business model is specializing in buying products in bulk and distributing it to a large number of wholesale businesses. These companies are often international as it's not affordable or easy for domestic wholesalers to import products directly from brands. The domestic distributors do this also to a smaller degree for convenience and simplification of inventory. The pricing discount is usually 25% off wholesale, which is about 67% off retail. This is because they have to sell the product to the wholesaler at the wholesale price level. This distributor level discount is tied to volume purchases.

Our skateboards still remain at a lower price point due to us not having a pro skate team where we would have to pay royalties to them and therefore raise the price. We have seen a change in the market with longboards not having a high pricing structure and only having a middle price and low price. We are currently at a medium to high price point.

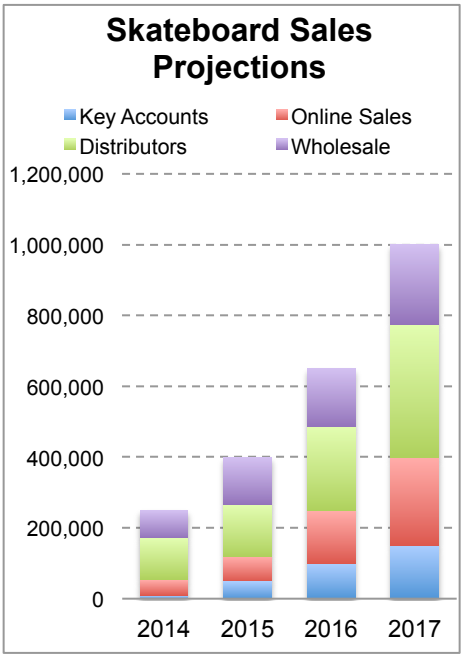
Action Plan:

- We are planning to move to a pure medium price point to compete. We will be able to do this with sourcing of components not branded by other companies, but still at an approved quality standard. This will allow our boards to still stand out and also reach a market to sell to larger sales channels.
- Our cruisers will be changing to a similar price range, which is relatively close to where we are.
- Gain more sales on a pre-booking structure. With larger volumes in sales as we grow we will be able to gain high margins through volume discounts we will receive from our suppliers.

- Continue to source from suppliers and do R&D on products so we can lower our COGS and gain margin without losing quality.

3. Marketing Plan

This section provides details on sales accounts and action plans to expand sales over the next three years. Accounts are organized into four sales categories: key accounts, web-driven, distributors and wholesale. The plan also differentiates product sales by branding. There are two categories, custom branding and our Bamboo Skateboards brand. Customer accounts in each of the categories may purchase product mixes where their company custom brand (private label) is applied to some or all of the products they buy.



This marketing plan is designed to increase sales in each category through expanding current customer sales and through the addition of new customers with the goal to expand our sales revenue to 1,000,000 over the next 3 years. This goal will require a 50% to 60% per year increase in sales in a market that is very large.

	2014	2015	2016	2017
Sales Category				
Key Accounts	10,000	50,000	100,000	150,000
Online Sales	45,000	70,000	150,000	250,000
Distributors	116,500	145,000	235,000	375,000
Wholesale	78,500	135,000	165,000	225,000
Total	**250,000**	**400,000**	**650,000**	**1,000,000**

Expanding sales requires strategies that focus on improving brand and product offerings as described previously in the brand development section. These improvements will directly contribute to the sales efforts to attract new customers in each of the sales categories.

KEY ACCOUNTS

A key account is defined as a large volume customer, or one that has the potential to grow into a large volume. These customers may require more personal attention to confirm customer satisfaction and to ensure a continuous focus by the customer on our product line. This category is new in 2015 and begins with two accounts as described below.

Account #1

Company:	Amazon.com	**Products:**	Skateboards
Located:	Seattle, WA		Longboards
Sales Channels:	online		
Private Label:	0% of sale		

Action Plan:

- Keep product in stock in order to grow reorders.
    - Use 6 months projections from Amazon.
    - Do weekly printing of product.
    - Manage all logistics processes correctly.
- Finish ecommerce box certification to get free marketing budget.
- Develop and utilize brand page and vines in Vendor Central's marketing programs.

Account #2

Company:	SkateXS	**Products:**	Skateboards
Located:	Wauwontosa, WI		
Sales Channels:	online		
Private Label:	100% of sales		

Action Plan:

- Work on supplying product on time to fit demand of growth.
- Work on new product shapes to expand private label product line.
- Source trucks and wheels to gain more business.

New Key Accounts

Due to their strategic value for business growth, we will prioritize "new sales efforts" on identifying and securing potential larger key accounts.

Action Plan:

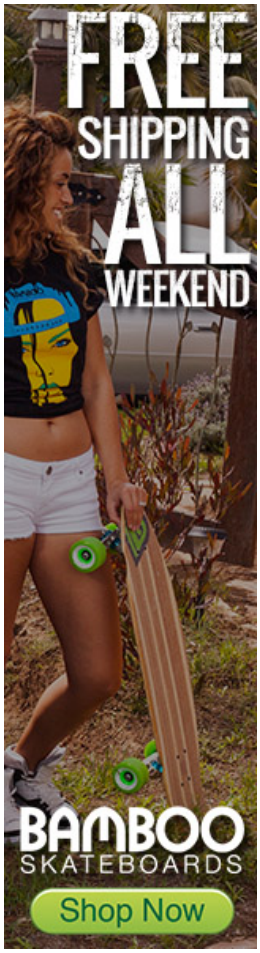
- Utilize established contacts that sales personnel currently have and set up meetings with larger chain retailers.
- Construct unique brand connection to retailer with sales pitch to take advantage of meetings.
- Come prepared with launch campaigns and marketing plans for each retailer.

Web Driven Accounts

Web-driven accounts include online sales that are received through the Bamboo Skateboards website and the ads and links that connect potential customers to this site. The following strategies are designed to increase sales volumes.

Paid Advertising Strategy

For online sales, our digital team reports that paid advertising revenue is achieving a positive return on investment (ROI). ROI on all placements runs from $1.58 to $4.39 for each dollar spent. Further, the advertising is contributing to almost 25% of online sales on bambooskateboards.com. Actual sales attributed to the paid ads is probably greater because there is no way of tracking mobile ads and no way of attributing sales on third party websites (Amazon) and in-store to the paid online ads.



The performance of the ad channels in 2014 are ordered below starting with the best performing channel:

- Google Adwords Search Advertising
- Google Adwords Display Advertising
- Facebook Advertising

Observations of the competitive landscape and understanding of the ***Bamboo Skateboards*** brand suggests a focus on the following three value propositions:

- Reflecting the SoCal **lifestyle** with hints of Caribbean and Southern Pacific
- **Bamboo** Experts
- **Affordable**

The largest void in our digital marketing is the production and dissemination of unique, interesting, and entertaining content that reflects our brand and piques the interest of our target market. To compete effectively in skate (or all action sports) we will need quality photography and videography that resonates with our audience.

Action Plan for Paid Advertising:

- Continue to run Google Search Brand Advertising
- Experiment with Google Shopping Search Advertising
- End current Google Display brand awareness advertising
- Start product-targeted Google Display advertising
- Increase age targeting to 18+ for cruisers and longboards
- End Facebook like campaigns
- End Facebook brand advertising
- Run Facebook campaigns only for sales/offers/new product announcements
- Continue high frequency Google Display ads during campaigns
- Experiment with Bing search advertising

Social Media Strategy:

Without a doubt, the ongoing social media presence is necessary for the ***Bamboo Skateboards*** brand awareness to grow. Due to the size of our brand and limited resources we will focus in 2015 on a quality presence on Facebook and Instagram.

Action Plan for Social Media:

- Increase marketing spend on professional photography and video
- Start creation of ***Bamboo Skateboards'*** new brand image on Vimeo and Tumbler
- Continue Facebook daily marketing with an increase of three posts/day
- Grow Instagram audience through various tactics including using contests
- End Google+ and Twitter

Referral Traffic Strategy:

Having a presence on other websites, blogs, and online magazines is important for skate brands because it improves the brand's credibility, expands brand awareness, and drives traffic to the brand's website and social media channels. ***Bamboo Skateboards***' referral traffic was only 6% of all traffic.

Action Plan for Referral Traffic:

- Increase time and money be spent on advertising on third party digital properties including placed banner ads, paid media, and reviews.
- Currently, most of the online media for longboards is for performance boards. Since ***Bamboo Skateboards*** is a lifestyle brand and not a performance brand, there is a risk of bad publicity on these sites. Therefore, for the longboard and cruiser products we will seek out advertising and paid media on surfing and lifestyle websites.

DISTRIBUTOR ACCOUNTS

The skateboard market is global. Distributors provide a channel to reach these global markets.

Locating and enlisting distributors requires active account development activities. In 2014, eight distributor accounts were actively ordering and selling our products. Many of these companies are relatively new with orders beginning in the last 24 months.

The projected sales targets are listed in the following table. With our current distributors, the first year shows a 28% increase in volume, and larger percent increases in subsequent years as the brand development plan improves the aesthetics of our products. The following table excludes the "private label" sales that may be realized in this category.

2015 includes sales efforts to identify new distributors in Europe, South America and US with sales beginning in the following year.

A brief summary of each distributor follows with an action plan for expanding sales volumes in 2015.

Also, an action plan for adding new distributors where revenues are realized in years 2 and 3 of this plan.

Region	Country	Base	2015	2016	2017
N America	USA	10,264	16,000	44,000	60,000
	Canada	0	2000	5000	15000
		10,264	18,000	49,000	75,000
EU	UK	20,422	22,000	30,000	40,000
	Spain	12,820	13,000	15,000	28,000
	Finland	520	1000	4000	15000
	Other	2,614	1,900	3,000	12,000
	Poland	0	9,000	20,000	30,000
		36,376	46,900	72,000	125,000
SE Asia	Japan	9,874	10,000	15,000	20,000
	Philippines	3,256	3,300	5,000	10,000
		13,130	13,300	20,000	30,000
Africa	South Africa	0	1800	10000	20000
		59,770	80,000	151,000	250,000

USA East Coast

Company:	Eastern Skate Supply	**Products:**	Longboards
Located:	Wilmington, NC		
Sales Channels:	100+ retail shops		
Private Label:	0% of sales		

Action Plan:

- Grow business with growth of quality graphics.
- Expand into the Cruiser line.
- Build POP and marketing campaign specifically for this distributor's shops.
- Gain better knowledge of where brand is sold and how to help sell thru.

USA Florida

Company:	Ocean Avenue	**Products:**	Longboards
Located:	Satellite Beach, FL		
Sales Channels:	50+ retail shops		
Private Label:	0% of sales		

Action Plan:

- Grow business with growth of quality graphics.
- Expand into the Cruiser line.
- Build POP and marketing campaign specifically for this distributor's shops.
- Gain better knowledge of where brand is sold and how to help sell thru.

Canada

Company:	TBD	**Products:**	Skateboards
Located:	Toronto, ON		Cruisers
Sales Channels:	50+ retail shops		Longboards
Private Label:	0% of sales		

Action Plan:

- Find a new distributor as ours just closed.
- Work on pre-booking structure for 2015 summer season.
- Pitch POP and marketing campaign to launch brand into Canada with this distributor.

UK

Company:	Oath UK	**Products:**	Skateboards
Located:	Wales, UK		Cruisers
Sales Channels:	Website, 10 retail shops		Longboards
Private Label:	90% of sales (100% of skateboards line)		Accessories

Action Plan:

- Continue to grow private label with skateboards.
- Grow longboard and cruiser lines with new graphics and POP/marketing campaign in UK.
- Negotiate aggressive pricing & discount plan based on sales volumes.

Spain

Company:	Ungravity	**Products:**	Skateboards
Located:	Barcelona, Spain		Longboards
Sales Channels:	Website, 3 retail shops		Accessories
Private Label:	0% of sales		

Action Plan:

- Set up pre-booking to ensure quality product in correct time frame.
- Expand to Cruisers.
- Team up with them to develop how best to grow business with their distribution in all the different countries they are in.

Finland

Company:	Vippe Ay	**Products:**	Skateboards
Located:	Jyvaskyla, Finland		Longboards
Sales Channels:	Website, 0 retail shops		
Private Label:	0% of sales		

Action Plan:

- Work on presentation for large retail chain, Inter Sport.
- Set up plan for sustaining the www.bambooskateboards.fi website that is ran by this distributor. Most likely piggy backing orders for the website on with other private label and large retail orders.

Japan

Company:	K-planning Inc	**Products:**	Skateboards
Located:	Tokyo		Longboards
Sales Channels:	Website, 30+ retail shops		
Private Label:	0% of sales		

Action Plan:

- Work with them to figure out what they are looking for and possibly produce it for them.
- Negotiate aggressive pricing & discount plan based on sales volumes

Japan

Company:	Y&T Inc	**Products:**	Skateboards
Located:	Tokyo		
Sales Channels:	Website, 30+ retail shops		
Private Label:	0% of sales		

Action Plan:

- Email to understand why they stopped ordering from us.
- Figure out what they need and produce it in a cost effective way if we don't already have it to get the business rolling again.

Philippines

Company:	Paluan Trading	**Products:**	Skateboards
Located:	Illinois, USA		
Sales Channels:	Website (60%), 10 retail shops (40%)		
Private Label:	0% of sales		

Action Plan:

- Introduce longboards and cruisers if possible.
- Set up Pre-booking to raise consistent buying and increase volume.
- Work on logistics to ship directly from factory to Philippines to save time and money.
- Discuss marketing and sales strategy for them to grow business.
- Sponsor events, etc.

New Accounts

Action Plan:

- Work with current small EU and South/Central American distributors to grow business that has started.
- Prospective companies have been identified in Poland and in South Africa that will be developed into accounts.
- New prospects will be located to complement the geographies not serviced through retail outlets by current distributors.
- Work with current sales personnel to gain other high quality accounts.
- Develop and work a plan to gain one or two more USA distributors for regions not covered, NW and Midwest.

WHOLESALE ACCOUNTS

One of the initial primary sales channel for our company started with sales to skateboard shops in southern California. This channel has provided the opportunity for our brand development and has grown over the past two years.

Because the sales efforts and costs are relatively high for small volumes, this channel is not strategic for significant business growth. The retail store segment, however, holds the potential for identification of large key accounts. The following table excludes the "private label" sales that may be realized in this category.

	Base	2015	2016	2017
Shops				
BC Surf Sport	11,764	12,500	13,300	14,100
Ridin' High Skate Shop	8,229	8,800	9,400	10,000
Shred Industries	3,423	3,700	4,000	4,300
10 smaller shops	15,054	16,000	17,000	18,100
Retail Stores				
Tilly's or Tylers		11,000	12,100	13,400
Erik's Bike Shop		8,800	9,700	10,700
Sun Diego		4,400	4,900	5,400
River Links Marine (aussie)		3,300	3,700	4,100
New		2,600	2,900	3,200
New			4,300	4,800
New				13,100
	38,470	71,100	81,300	101,200

Action Plan:

- Numbers above based on a 6% growth rate for Shops and 10% growth rate for Retail Stores.
- Utilize specialty shops to develop and test brand development.
- Focus new sales efforts on identifying and securing potential larger key accounts.
- Develop Regional/National established retailers with multiple stores.
- Work with a sales company or established rep to develop these relationships with key retailers.

4. MANAGEMENT PLAN

Internal resources are required to implement this plan. The key elements for the first year include:

- **Mark Olson** – Head of this department. His role will initially involve wearing several hats.
  His key responsibilities:
  - Recruit external resources to develop the brand development with initial emphasis on artistic talent.
  - Assign key accounts to other Owners, set goals and track progress.
  - Identify and develop new key accounts
  - Manage all sales channels – identify their individual needs, promote product developments, leverage market contacts.
  - Set pricing strategy for all lines and channels with discounting to promote volume sales and maintain margin targets
  - Set business milestones for the addition of new staff to match volume needs.
  - Manage the accounting and banking functions.

- **W. G.** – Head of other departments.
  His role in the skateboard business includes:
  - Manage one or more key accounts
  - Assist with board assembly and shipping
  - Provide overall business development and operational/admin ideas.

- **S. M.** – (contract) – Graphic Design & Artistic Development
  - Responsible for creative development
  - Manage graphic design for website, marketing materials, packaging and products
  - Locate and screen local artists for product designs
  - Direct photography
  - Update website

- **Digital Marketing Team** – (contract)
  - Drive traffic to website using online ad campaigns, social media management and email marketing
  - Help with development of branding with strategy
  - Work with creative team on direction brand images and content

- **Sales Rep** – (key accounts) – (contract commission only)
  - Generate new sales to regional and large retailers in USA

- **Photographer/Videographer** – (contract)
  - Generate regular content for branding
  - Lifestyle photos sent in every two weeks for social media and website content
  - Quarterly release of professional lifestyle videos to represent brand's image

- **Interns** – (unpaid students - part time)

- Assist with board assembly and shipping
- Assist with Local wholesale accounts
- Help with Social media and website content
    - Photography
    - Videography
    - Graphic design
- Research and attend local events for marketing
- Perform Website content updates and audits

5. FINANCIAL PLAN

The following chart shows a three year forecasted revenue growth along with cost estimates for funding market strategies and for increased overhead to support increasing revenues.

		Base	2015	2016	2017
Income					
Key Accounts		10,000	50,000	100,000	150,000
Online Sales		45,000	70,000	150,000	250,000
Brand		95,000	130,000	170,000	250,000
Distributors		50,000	80,000	150,000	250,000
Wholesale		50,000	70,000	80,000	100,000
total		250,000	400,000	650,000	1,000,000
COGS					
Manufacture	50%	130,000	200,000	325,000	500,000
Gross Profit		120,000	200,000	325,000	500,000
Expenses - Plan					
Brand Development			24,000	36,000	36,000
Distributors			12,000	18,000	24,000
Online campaigns			12,000	18,000	24,000
subtotal			**48,000**	**72,000**	**84,000**
Expenses - Overhead					
Salaries			60,000	78,000	104,000
Sub Fees			2,000	4,000	4,000
Rent			5,850	15,000	15,000
Utilities			3,900	7,200	7,200
Misc.			5,050	9,000	10,000
subtotal			**76,800**	**113,200**	**140,200**
Total Expenses			**124,800**	**185,200**	**224,200**
Net			75,200	139,800	275,800
Retained Earnings	10%		7,520	13,980	27,580
Distributions			67,680	125,820	248,220

The plan establishes a profit goal for 2015 of $75,000, which is approximately 20% of annual top line sales.

Appendix

2015 Expense Budget

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Staff Expenses														
Manager	GP	3,333.33	3,333.33	3,333.33	3,333.33	3,333.33	3,333.33	3,333.33	3,333.33	3,333.33	3,333.33	3,333.33	3,333.33	40,000.00
Assist. Manager	GP	1,666.67	1,666.67	1,666.67	1,666.67	1,666.67	1,666.67	1,666.67	1,666.67	1,666.67	1,666.67	1,666.67	1,666.67	20,000.00
Sales	Comm.	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	4,800.00
Graphic Design	1099	666.67	666.67	666.67	666.67	666.67	666.67	666.67	666.67	666.67	666.67	666.67	666.67	8,000.00
Digital Mrktg Team	1099	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
Photographer	1099	416.67	416.67	416.67	416.67	416.67	416.67	416.67	416.67	416.67	416.67	416.67	416.67	5,000.00
Bookkeeper	1099	166.67	166.67	166.67	166.67	166.67	166.67	166.67	166.67	166.67	166.67	166.67	166.67	2,000.00
Artists	1099	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00
		7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	7,850.00	94,200.00
Corp Expenses														
Rent		300.00	300.00	300.00	300.00	300.00	300.00	300.00	750.00	750.00	750.00	750.00	750.00	5,850.00
Phones		200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00
Travel		100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00
Trade show						4,000.00						4,000.00		8,000.00
Office supplies		100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	1,200.00
Bank Svc Chgs		200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00
Internet		50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00
Memberships				100.00			100.00			100.00			100.00	400.00
Insurance			550.00											550.00
Advertising		400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	4,800.00
LLC License		800.00												800.00
Marketing Mat'l		200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00
		2,350.00	2,100.00	1,650.00	1,550.00	5,550.00	1,650.00	1,550.00	2,000.00	2,100.00	2,000.00	6,000.00	2,100.00	30,600.00
Total Expenses		10,200.00	9,950.00	9,500.00	9,400.00	13,400.00	9,500.00	9,400.00	9,850.00	9,950.00	9,850.00	13,850.00	9,950.00	124,800.00

Video Series for SkateXS, LLC

My Role: Producer

Mark Olson

Proposal

I met with the client to discuss their needs, met with the director to understand the budget, and drafted the proposal (below).

Vivo Creative
1647 Tennis Match Way
Encinitas, CA, 92024
(612) 819-9753

SkateXS - Learn to Skate #1

April 1st, 2016

OVERVIEW

2-day video shoot to create five different 3-minute videos with :15 second breakdowns for each. Main audience would be parents who are non-skateboarders. Need high quality cinematography and shot selection. Follow this mini-series up with 2nd project in the future.

Video subjects:

1) Skate Prep - goofy/regular, pads/helmets, skateboard, and safety tips.

2) Basic How to Skate - standing on grass/carpet, pushing and standing, stopping

3) Board Control - steering and kick turns

4) Falling and Stopping - techniques to stay safe

5) Skate park Etiquette - dos and don'ts at a skate park

GOALS

Actors:

1. Bryan and Zyler as hosts
2. Young 6-7 year old who doesn't know how to skateboard

Locations (potential options):

3. Neal Mims Academy indoor skate park
4. Jordan's backyard ramp???
5. Aura training facility indoor skate park???

Storyboards:

6. 5 sec Intro
7. 5-10 sec B-roll of Zyler/Pro skating
8. Host Intro / cast intro (Bryan, Zyler and kid)
9. Tutorial (see video subjects)
10. Review (recap on tutorial)
11. Intro to next video in series

Script:

12. Write outline for script
13. Write detailed script

Employees:

14. Cam (shooting/director)
15. 2nd camera angle (might not need person just rent camera)
16. Mark (producer/manager)
17. Brad (Sound Technician)
18. Travis (editor)

SPECIFICATIONS

Pre-Production: **$727.00**

Hours of storyboarding, script writing and assembling all pieces needed for shoot. Planning every shot before it has been shot to ensure we get everything we want to cover in just two days of shooting. The rule of thumb is usually 15 hours of footage would be ideal for 15 minutes of footage so we really have to make sure we are set before hand to cover all aspects.

Production day of: **$3,220.00**

SHOOTING/DIRECTING- Two, ten hour days of shooting/directing both A-cam and B-cam shots with many camera movements involved. Professional lighting would be used to pull subject off background and give professional and clean look. 12 years of shooting and lighting
have led me to do a great understanding of reading a scene and assessing what is needed to achieve the best look possible.

EQUIPMENT RENTAL- Professional lighting will be rented to light the entire scene. Especially important with an indoor skate park. B-Camera/C-Camera will be rentals to cover all angles without repeating ourselves a thousand times. 70-200mm lens will be rented to cover tight shots with a tight crop and high zoom.

SOUND TECH- Person responsible for recording and mixing all sound in video. Very important aspect, especially in indoor skate park.

PRODUCER- Person to help with direction and organizing of all aspects of the video project.

TRAVEL- Los Angeles to San Diego and back.

CREW FOOD/DRINKS- Lunch/drinks for crew for two days of shooting.

Post-Production: **$1,177.00**

EDITING- 5, three-minute videos equals 15 minutes of edited footage. As I mentioned, an hour of editing for every ten seconds of edited video and an hour of raw footage for every minute of edited footage. I have cut this down just a bit due to some of the longer shots that will be in these giving myself an hour to edit thirty seconds of film.

GRAPHICS- Would need to outsource graphics for beginning and end of video.

MILESTONES

Storyboard / Script

Need to put together shot list with content needed for each 3 min video. Need to write a detailed script of what we want said in each video.

Schedule Models & Locations

Need to line up actors, most importantly a 6-7 yr. old and locations with dates set in stone. See goal list for details.

Shooting Days

Need to stay on schedule during 2-day shoot to ensure all shots are captured and voiceovers of script are recorded in case of sound issues.

Editing Iterations

Stay with in budget for editing and ensure client is satisfied after the 2-week time frame of edits.

Terms and Conditions

30% down upon acceptance of this proposal. Full payment due prior to delivery of service/goods. Please sign and return this document to the address above.

Customer Acceptance (sign below):

x _____

Print Name:

Pre-Production

I worked with the client and the director to brainstorm and create the video plan. This included script writing (below - left), storyboarding, identifying the set location, developing the shot list, and developing the props list (below - right). This was an evolving process over a 3-4 week span with multiple iterations and challenges.

Video 1 : Setup

BT: This is Bryan and Zyler with SkateXS and today, along with our buddy Logan we are getting ready to skate! (group shot - cam A)

(intro advanced skate sequence/logo/music)

BT: This is the very first video in our learning to skate series so we are focused on a quick gear check of things we need before we jump on the board. (group shot - cam A)

ZY: If you want you can skip ahead to our next video about your stance, so which foot you put in front and which one goes in back. (group shot - cam B)

Logan: Or if you really think you are ready, jump all the way ahead to our learning to skate video. (group shot - cam C)

BT: For now we'll start with protective gear, and of course that all starts with the Helmet. (close up on portrait)

Props List:

BT, Zyler and Logan all 3 need their size skateboard.
JR Pads and XS/S helmet for Logan
SM Pads and helmet for Zy
helmet for BT
Skate Shoes for All
Zyler and Logan Flip Flops for silly shot of what not to wear
Zyler and Logan - Extra Clean Socks for Slide Shot
Stopwatch for Up Stairs shot
Rope for Tug of War shot
Portable Carpet for Grass/Carpet learning shots

SET Requirements:

Flat Ground for skating
Slick Floor for Slide test to determine Stance
Stairs for stair test to determine Stance
Skatepark for B-Roll and Etiquette

Onset Production

- I scheduled and managed all personnel *(photo - bottom right)*.
- I worked with the director to organize and accomplish the shot list.
- I instructed actors about their places and roles in scenes.
- I coached the actors on line delivery and speaking clearly *(photo - top left)*.
- I was responsible for operating one of the cameras and the cue cards *(photo - top right)*.
- I worked with the sound technician to record voiceovers for editing.

Post-Production

- I worked closely with the client and video editor during the post-production process to ensure the goal of the video was achieved (part of the first round of edits are displayed at right).

- Due to sound equipment issues, it was necessary to spend extra time in this step to ensure product quality. I was able to manage the budget in order to compensate for this, and the project came in on budget.

Edits:

First I think we need links to the other videos at the end of each video to make it easy to navigate to each one. At least a link to the next video in the series and potentially the previous video in the series.

Video 2
- Zyler is a little hard to hear, is it possible to edit his voice to be a little louder? This gets better in the later videos.
- Would be great to have a on screen pop up for the name of each test (The Slide, Fall Test, Tug of War, The Stair Race)

Video 3
- :46 we need an on screen link to the Setup Video 1
- 1:04 we need an on screen link to the Stance Video 2
- 4:00 guy in the shot on the left, not sure if we can change that but would be nice to not have the distraction
- 5:25 don't think we need to cut back to Bryan, can just stay on Zyler as he's skating

Video 4
- 2:00 I think this is right but BRYAN can you confirm that the front side and back side turns are correct
- 2:45 can we use the clip of Zyler wall riding from the into so we don't have the other guy and all the stuff in the background

Video 5
- 1:45 Logan Knee slide, do we have another version without him putting his hand down?
- 3:20 lighting switches drastically that is noticeable, do we have a way to edit this?

Video 6
- 2:00 Zyler stumbles on Temper tantrum, do we have another clip where he says it better to switch it with?

Final Product: Six instructional videos

(click on each image to view the video)

The series had over 26,000 views on YouTube in the first 3 months.

Or, copy and paste link to view the videos -
https://youtu.be/-FL8XECxDOQ?list=PL8xCSoPZwmZKu8hfoCoezpNgdv4fZERvV

E-commerce Website for Kid Agains, Inc.

My Role: Account and Project Manager

Mark Olson

Statement of Work (SOW)

- I worked with the client to identify their needs and website requirements.
- I met with the team members to devise the SOW and schedule.
- I negotiated the payment structure, which involved a unique and complex partnership arrangement.
- I developed the project plan, which is displayed on the next page.

VIVO CREATIVE

STATEMENT OF WORK

WEBSITE, SOCIAL AND DIGITAL MARKETING

Kid Agains

October 24, 2016
Kid Agains Inc.
Michael Prendergast, Kid Agains Inc

CONTENTS

1. SUMMARY
2. PROJECT SCOPE
   a. Setup
      i. Social Media
      ii. Website
      iii. Paid Media
      iv. SEO
   b. ON-GOING MONTHLY
      i. Social Media
      ii. Website
      iii. Paid Media
      iv. SEO
3. SCHEDULE
4. PRICE
5. KEY ASSUMPTIONS
6. ACCEPTANCE

SUMMARY

This project involves social media strategy, posting and some content creation. It involves a full website build with design and development for www.kidagains.com. Once website is launched digital marketing and SEO for this website. This project will follow the timeline outlined below and does not include ongoing maintenance of the site outside of what may be stated in the scope. This is a 6 month contract to begin the date of contact execution.

PROJECT SCOPE

This SOW covers the following activities and deliverables.

SETUP

Social Media
- Audit and review of current social
- Create content gallery
- Set up strategy and branding
- Customer engagement protocal
- Create content schedule

Website
- Ecommerce shopping cart integration
- Shipping plugin for streamline of shipping
- QuickBooks integration plugin (if needed)
- Review plugin to increase product reviews
- SEO optimization/analytics
- Mailing list / email capture
- Optimized Landing Pages (5) to increase conversion rates
- Engaging Home page to funnel and simplify sales process & experience
- Responsive design to enhance mobile experience and increase mobile sales
- Strategic design to create enjoyable and efficient User Experience
- Design site to decrease bounce rate

Paid Media
- Google Adwords account set up
- Google Analytics account set up and integration with website
- Facebook Ad account audit and update
- Facebook Ad integration with website

SEO

Research
- Keyword research and documentation
- Competitive research and documentation

On Page
- Creation and Implementation of all Meta information (titles, descriptions, tags, headings)
- Internal linking strategy and implementation
- Schema markup
- 301 redirect setup and post launch management

Off Page
- Google Analytics Setup
- Dimensions and Goals Configuration
- Google Tag Manager Setup
- Google Search Console Setup
- Sitemap.xml
- Fetch/Render
- Google My Business Setup
- Brand http://www.kidagains.com/ verification and optimization

ON-GOING MONTHLY

Social Media
- 2+ posts/week
- Basic content creation with 4 graphic designed posts/mo
- Social Media Monthly Schedule
- Monthly Audit Report

Website
- Maintenaince
- Optimization

Paid Media
- Facebook Ad (1 campaign)
- Google Adwords (1 campaign)
- Conversion Strategy
- Sales Funnel Optimization

SEO
- Ongoing monitoring and management on Search Console
- 404s (redirects)
- HTML improvements
- Search Analytics Insights
- Google Product Setup and feed management
- Rankings Tracking
- Campaign tag management
- Landing Page Optimization
- Analytics Insights and Reporting
- Citation Submission and management
- User Interaction Tracking Setup and Reporting
- Split Testing Setup and Analysis
- User Experience Insights On Site and Off Site (in Search Engine Result Pages)
- HTML improvements
- Search Analytics Insights
- Google Product Setup and feed management
- Rankings Tracking
- Campaign tag management
- Landing Page Optimization
- Analytics Insights and Reporting
- Citation Submission and management
- User Interaction Tracking Setup and Reporting
- Split Testing Setup and Analysis
- User Experience Insights On Site and Off Site (in Search Engine Result Pages

SCHEDULE

MONTHS	TASK
Sept	Social Setup up, start website wireframing
Oct	Social, website dev and launch, SEO audit, Paid Media campaign launch
Nov	Social, SEO optimization, Paid Media review and campaign launches
Dec	Social, SEO optimization, Paid Media review and campaign launches
Jan	Social, SEO optimization, Paid Media review and campaign launches – Qtr review.
Feb	Social, SEO optimization, Paid Media review and campaign launches

PRICE

The price of this project as agreed upon is $350/mo for Social Media and additionally 40% of gross sales from this website up through gross sales of $10k/mo. At which point gross sales after that amount the price will move to 30% of gross sales up through $20k/mo. At which point any gross sales after that amount the price will move to 20% of gross sales above $20k/mo.

Social Media Management	n/a	$350.00 Per Month
Website Commission 40%	When Gross Revenue <10k	Up to $4,000
Website Commission 30%	If Gross Revenue between 10k and 20k	Up to additional $3,000
Website Commission 20%	When Gross Revenue > 20k	20% Continued Revenue

KEY ASSUMPTIONS

This agreement is based on the following assumptions.

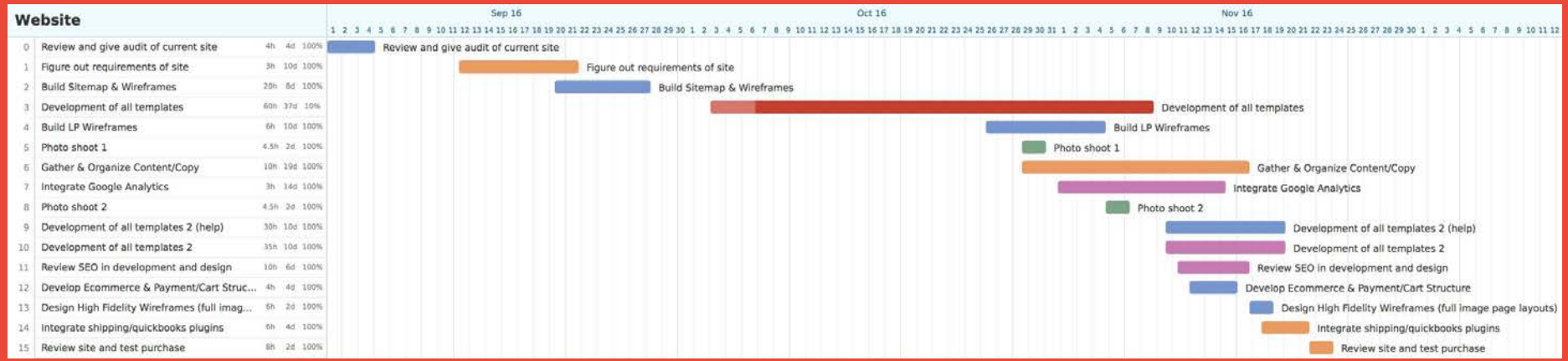
- You provide Company FTP access to website file.
- You grant Vivo Creative access to Google Analytics account for Website.
- You grant Vivo Creative access to all social media accounts.
- You grant Vivo Creative access to your brand assets for promotional purposes.
- You agree to uphold regular communication with Vivo Creative.

ACCEPTANCE

The client named below verifies that the terms of this Statement of Work is acceptable. The parties hereto are each acting with proper authority by their respective companies.

VIVO CREATIVE	KID AGAINS, INC
Sean Marshall	Michael Prendergast
CEO / Creative Director	Owner
x_____	x_____
Date:	Date:

Project Plan



The gantt chart above displays each task, associated schedule, and is color coded by team member. I used the Waterfall PM model given that each task was contingent on the previous.

One challenge that I navigated during this project was the Red team member not meeting their task obligations, and ultimately not finishing their task. To ensure the project was completed, I spoke with the team, switched that task to the Purple team member with the aid of the Blue team member, and the project was complete as planned.

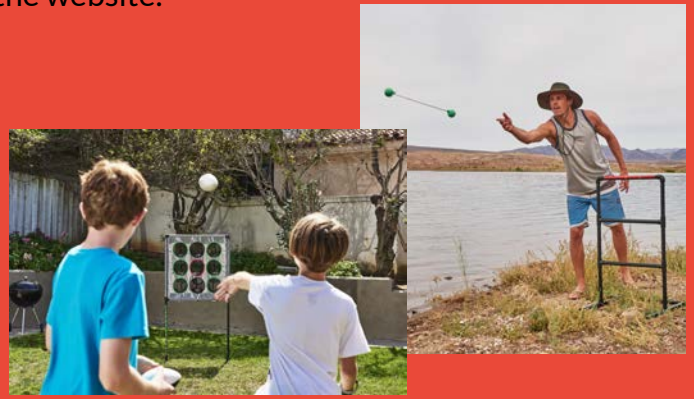
—

Wireframe & Sitemap

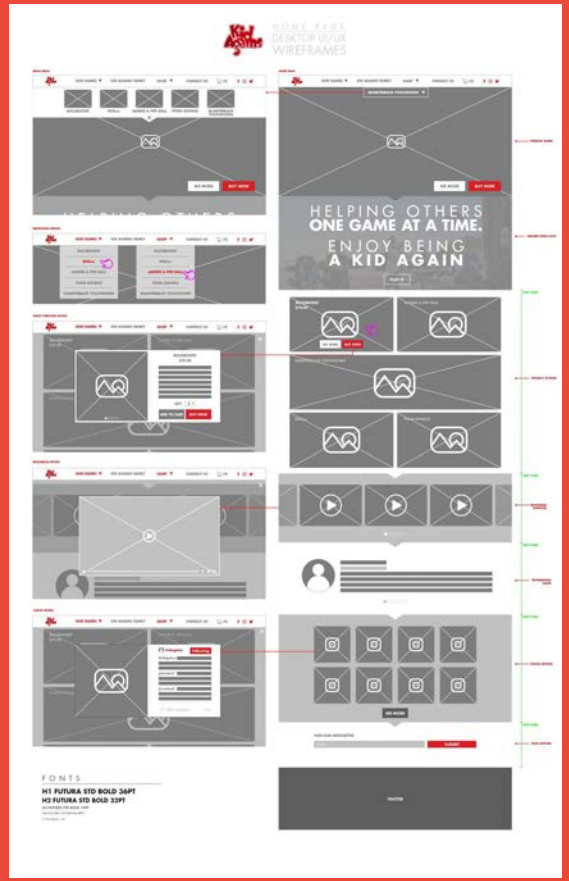
I used an Agile PM model for the user experience (UX) production. I gave initial direction for the key elements and reviewed with the designer and team as they made iteration updates.

Content Creation

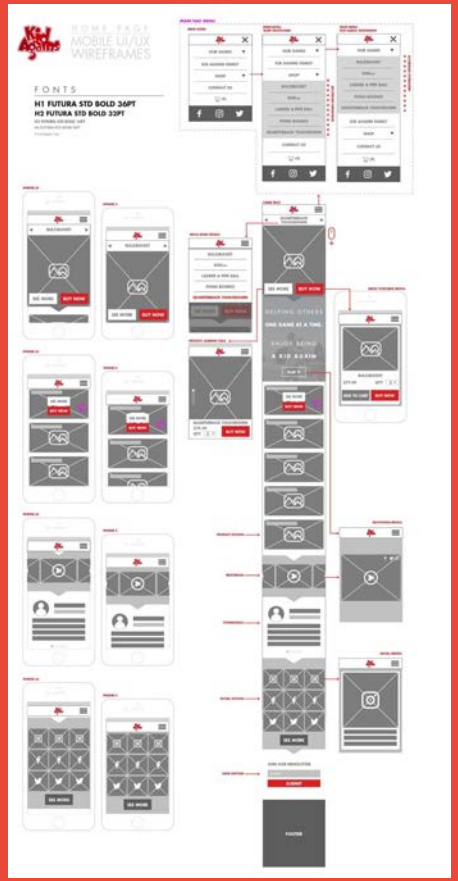
I organized and coordinated photo shoots for the website.



Desktop



Mobile

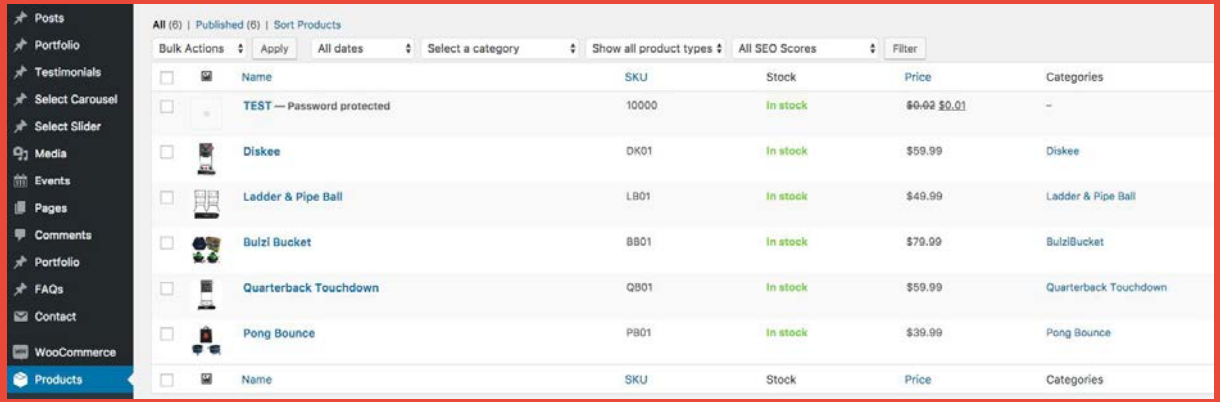


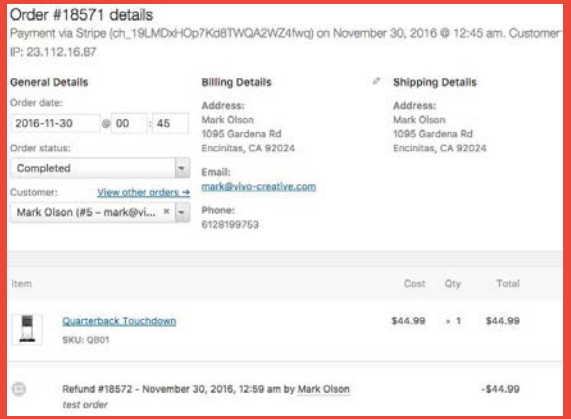
Shopping Cart Integration & Testing

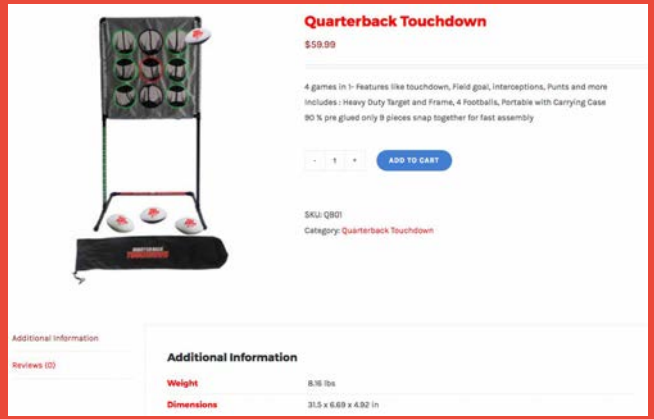
- I set up the products on the e-commerce platform, including images, specs, seo, descriptions, and categories.

- I synced the client's shipping and billing systems, and tested purchases to confirm order processing.

- I reviewed the website user interface / user experience (UI/UX) and design quality.





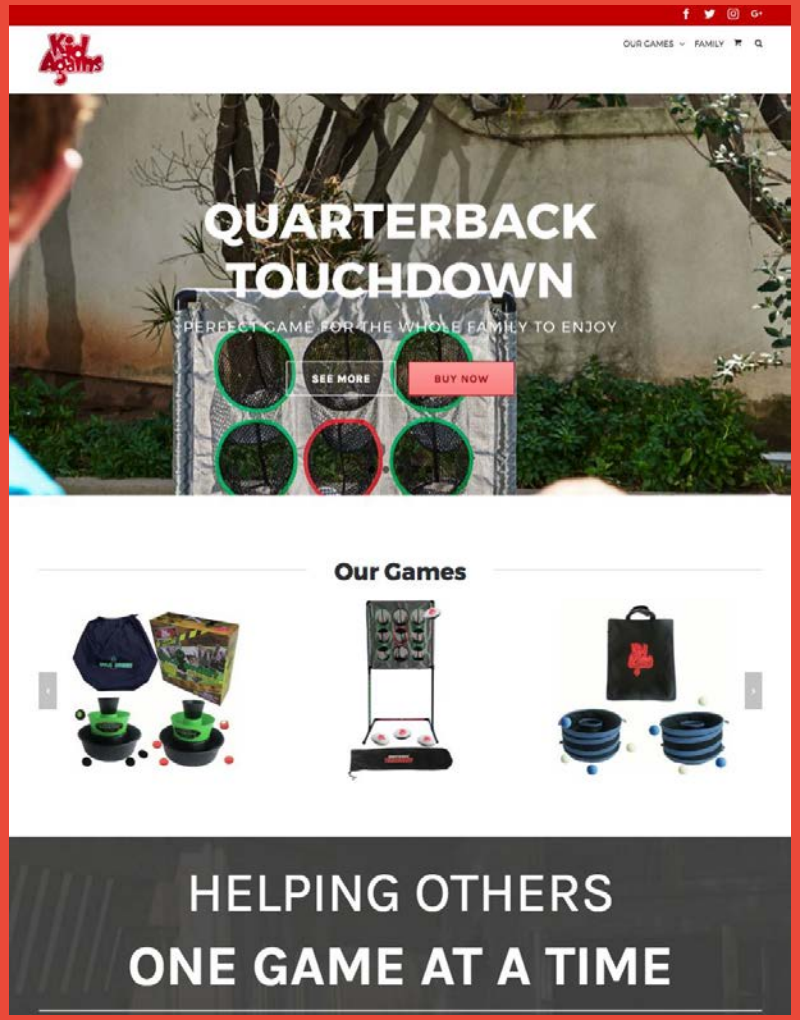


—

Final Product:

Full e-commerce website:
www.kidagains.com

- The website was completed in time for the 2016 winter holidays and resulted in a significant increase in sales from the previous year.



Marketing Materials for Board and Brew Restaurant

My Role: Account and Project Manager

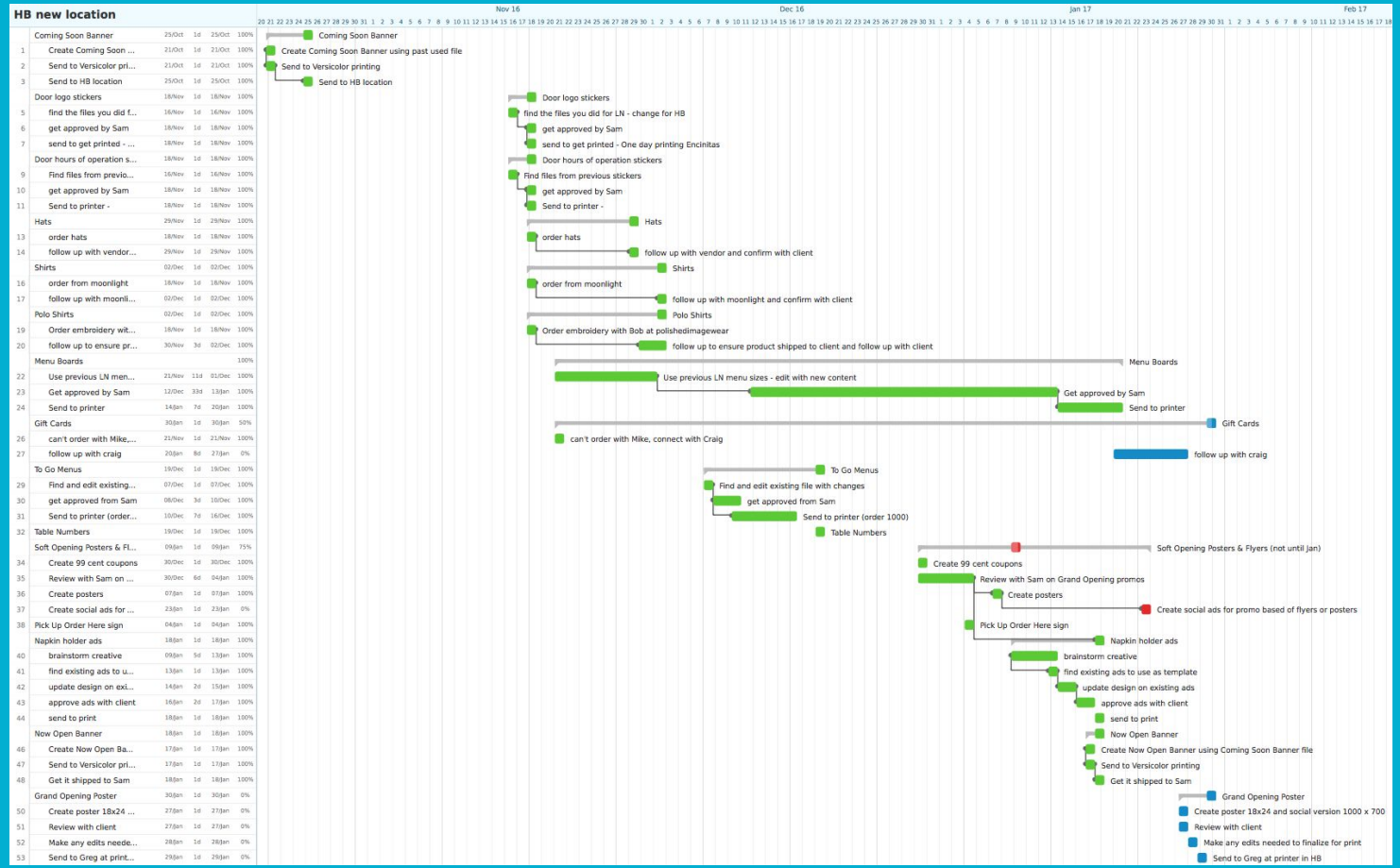
Mark Olson

Project Plan

First, I created the project plan, which involved concurrent tasks with frequent communication.

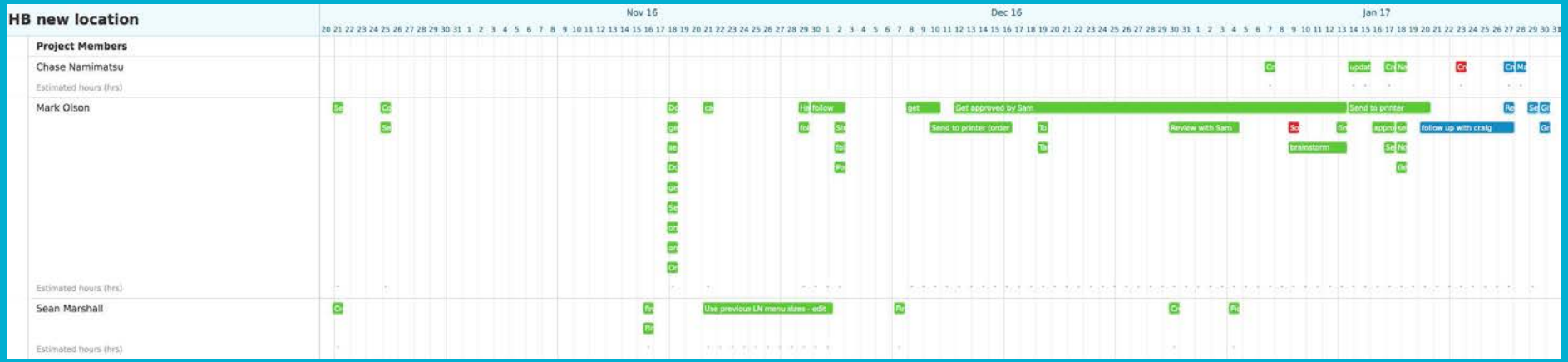
The only late items during this 3 month project were the social ads, which were not included in the initial scope *(shown in red at right)*.

Green = complete Red = overdue Blue = planned



Project Workflow

I was responsible for the majority of workload, as seen in the chart below. I determined the creative strategy, and since many of the designs came from templates, the work for the designers was light. The client relied on my experience to make decisions on what was needed for the on-premise marketing and displays, as well as external marketing outreach.



Green = complete Red = overdue Blue = planned

Design and Creation of On-Premise Materials

I was responsible for client relations and advising the restaurant owners.

I guided the creative direction of the on-premise branding, and worked with our design team to create assets from existing templates with new location updates.

I sourced and worked with the vendors to print the assets and have them delivered on time.

Window Decals

Merchandise

Gift Cards

Order Numbers

Take Out Menus

Menu Boards

Design and Creation of Marketing Materials

I strategically guided the creative team during the production of assets, which included digital updates as well.

I also delivered added-value to the client by suggesting additional marketing ideas to build brand awareness in a new region for the restaurant chain *(at right)*.

Website Banner

Social Ad

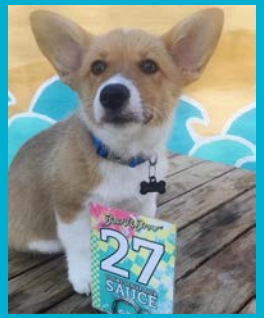
Print/Digital Poster

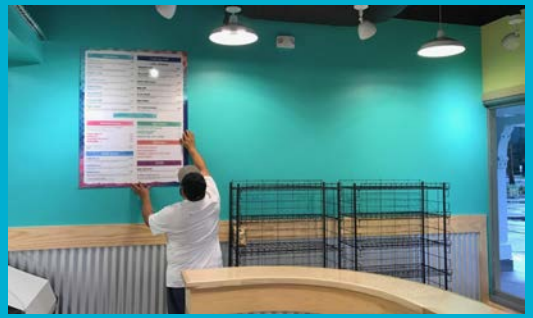
Print/Digital Ad

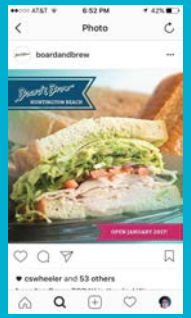
Print Flyer

Social Ad

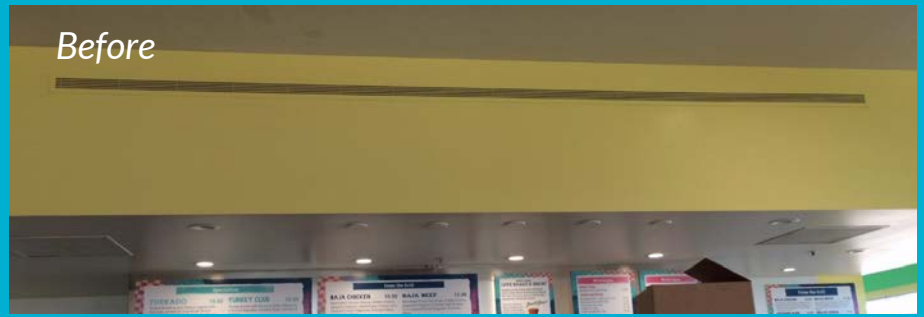
Final Products







I delivered and installed the on-premise and external marketing assets for the new Huntington Beach Board and Brew location on time for their opening day.



ALPHA

LACROSSE

BE *the* ALPHA

USED BY THE BEST

Alpha lacrosse is of the players and for the players. We make what players want, need & expect in a lacrosse handle. Our gear is for the alpha player. Made of cutting edge composite material that has been tested at the highest levels of the game. They are some of the lightest and most durable sticks on the market and the feedback reflects the quality of ourproduct. With 100% money back guarantee, we know you will love our products.

ON FIELD

A-SERIES MID-FLEX

Our Mid-Flex is designed with the offensive player in mind. Its distinct attention to detail allows for unrivaled feel and control, setting a new bar for the potential of what players can achieve. The distribution of flex evenly throughout the entire shaft creates infinite loading points, generating greater shaft speeds through pass and shot progressions, without sacrificing strength in the midpoint of the handle. When the game moves into overtime, when exhaustion sets in, when it becomes necessary to push the bounds of reality, this shaft comes through, making you The Alpha Player.

A-SERIES STIFF FLEX

When pride and glory are on the line, The Alpha Player requires a handle as resilient as his determination. Designed with the two-way Middie in mind, the Stiff Flex is as unforgiving as it is irresistible. By reducing flex throughout the shaft, the Stiff Flex allows Middies to drive and push without feeling the shaft bend or bow, delivering the stopping power all great Middies demand. Perfectly balanced flex throughout the shaft makes checks consistent and vicious; makes GB's effortless and unquestioned; and makes time and rooms a goalies worst night-mare. Uncompromising, consistent, tough, all hallmarks of a great two-way middie, and implemented in the design of this next generation handle.

A-SERIES DEFENSE

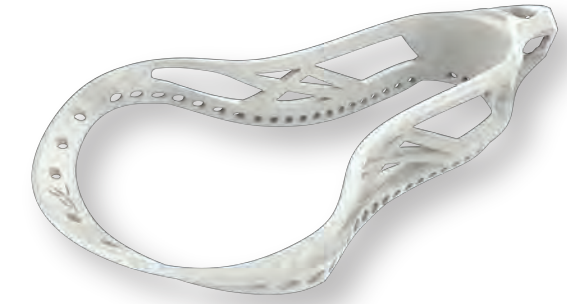
The sport of lacrosse is ever evolving, and as it progresses we at Alpha strive to develop products that match the needs of players. Our A-series Pole is designed with the lockdown defender in mind; those players who give everything, but sacrifice nothing. Reinforcing the bottom end and midpoint of this shaft allows the handle to flex when you need it-when throwing savage checks-but stiff when you don't-when driving players out of shooting lanes. Defense wins championships, champions become Alpha's, and Alpha's know that when the game is on the line, the A-series will always have their back.

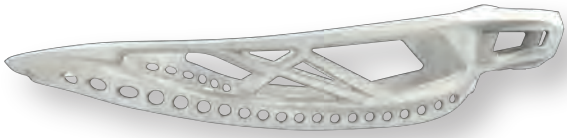
A-SERIES CAMO

Camouflage is usually used to stay hidden or sneak up on your opponent, however our Camo Shaft does just the opposite. This shaft lives and breathes what we stand for here at Alpha Lacrosse. When on the field with this shaft everyone knows you are there due to their fear of what you might do to them. Our best selling shaft for this reason!

BETA HEAD

Betas. In Wolfpack hierarchies they are the second in command. If the Alpha falls, the beta rises. The alpha demands a beta that is intelligent, strong, and most importantly adaptable; all trademarks of the new BETA head. With a perfectly balanced mid rocker point and straight offset, the BETA allows for a completely customizable pocket and the quickest release in the game. Reinforced side-walls, and our flawless nylon polymer, provide undeniable strength that will never surrender on hard checks, nor deviate when digging deep for ground balls. Fair warning. When you call one wolf, you invite the pack. #jointhepack





ALPHA LACROSSE

OFF FIELD

CLOCK HEATHER SHIRT

COLOR / FULL FRONT

- 3.2 oz. (110 gm) 40/1 polyester/cotton
- blend ultra jersey
- side-seamed
- taped neck and shoulders with double-needle sleeve and bottom hem 3/4″ dtm rib at neck opening

DIAMOND HEATHER SHIRT

WHITE / POCKET

- 3.2 oz. (110 gm) 40/1 polyester/cotton
- blend ultra jersey
- side-seamed
- taped neck and shoulders with double-needle sleeve and bottom hem 3/4″ dtm rib at neck opening

TRI ELEMENTS HEATHER SHIRT

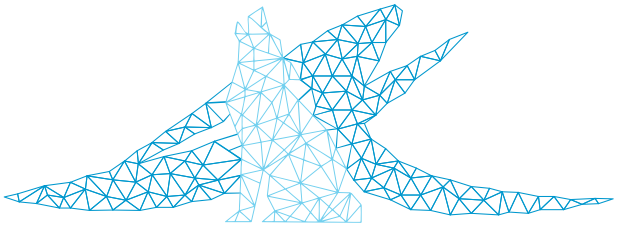
COLOR / POCKET

- 3.2 oz. (110 gm) 40/1 polyester/cotton
- blend ultra jersey
- side-seamed
- taped neck and shoulders with double-needle sleeve and bottom hem 3/4″ dtm rib at neck opening

HOWL HEATHER SHIRT

COLOR / FULL FRONT

- 3.2 oz. (110 gm) 40/1 polyester/cotton
- blend ultra jersey
- side-seamed
- taped neck and shoulders with double-needle sleeve and bottom hem 3/4″ dtm rib at neck opening



LINE HEATHER SHIRT

COLOR / FULL FRONT

- 3.2 oz. (110 gm) 40/1 polyester/cotton
- blend ultra jersey
- side-seamed
- taped neck and shoulders with double-needle sleeve and bottom hem 3/4″ dtm rib at neck opening

ALPHA
LACROSSE
COMPANY

WAVE HEATHER SHIRT

COLOR / FULL FRONT

- 3.2 oz. (110 gm) 40/1 polyester/cotton
- blend ultra jersey
- side-seamed
- taped neck and shoulders with double-needle sleeve and bottom hem 3/4″ dtm rib at neck opening

CIRCLE HEATHER SHIRT

COLOR / FULL FRONT

- 3.2 oz. (110 gm) 40/1 polyester/cotton
- blend ultra jersey
- side-seamed
- taped neck and shoulders with double-needle sleeve and bottom hem 3/4″ dtm rib at neck opening

SLASH HEATHER SHIRT

COLOR / POCKET

- 3.2 oz. (110 gm) 40/1 polyester/cotton
- blend ultra jersey
- side-seamed
- taped neck and shoulders with double-needle sleeve and bottom hem 3/4″ dtm rib at neck opening

THE PACK FLANNEL

Time to bring Alpha waaaaay off the field with this one of a kind lacrosse driven flannel. Dress it up or wear it to your neighborhood party. This custom designed, mid-weight flannel is for time spent off the field.

- 70% cotton / 30% polyester

LINES BASEBALL TEE

Contrast raglan sleeves and neck trim.
Sideseamed. Retail fit. Unisex sizing.

- 50% poly 2
- 5% combed and ring-spun cotton
- 25% rayon, 40 single 3.8 oz.

SEAL BASEBALL TEE

Contrast raglan sleeves and neck trim.
Sideseamed. Retail fit. Unisex sizing.

- 50% poly 2
- 5% combed and ring-spun cotton
- 25% rayon, 40 single 3.8 oz.

CIRCLE CREW SWEATSHIRT

COLOR / FULL FRONT

"Our crew needs no introduction. Our crew is the Alpha from Sea to Sea. With his crew a part of Alpha you can be"
- unknown

- 8oz polyester/cotton blend
- 30 singles polyester/cotton blend face yarn
- reverse coverstitch sewing
- twill neck tape
- 1 x 1 ribbing at neck, cuffs and waist-band
- self fabric side panel inserts slim unisex fit

WAVE CREW SWEATSHIRT

COLOR / FULL FRONT

"Our crew needs no introduction. Our crew is the Alpha from Sea to Sea. With his crew a part of Alpha you can be"
- unknown

- 8oz polyester/cotton blend
- 30 singles polyester/cotton blend face yarn
- reverse coverstitch sewing
- twill neck tape
- 1 x 1 ribbing at neck, cuffs and waist-band
- self fabric side panel inserts slim unisex fit

SEAL
6 PANEL HAT

We have come into our own with these hats as they have been our best selling Off Field prouducts in 2016. This year we are stepping it up with most of our fabric made specific for athletes with custom sweat resistant and breathable material.

BEIGE CORDUROY

NAVY PINSTRIPE

GREY HEATHER + LEATHER

CHARCOAL HEATHER + WHITE LASER MESH

CAMO + BLACK LASER MESH

CHARCOAL HEATHER + LEATHER

TRI ELEMENTS 6 PANEL HAT

We have come into our own with these hats as they have been our best selling Off Field prouducts in 2016. This year we are stepping it up with most of our fabric made specific for athletes with custom sweat resistant and breathable material.

BLACK + BLACK LASER MESH

LIGHT RED HEATHER + DARK GREY LASER MESH

LIGHT CAMO + LIGHT BROWN HEATHER

RED PATTERN + GREY HEATHER

GREY HEATHER + CHARCOAL

CHARCOAL HEATHER + BLUE

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Prescott Tweedy | Sales Rep
P | 970.691.0736
E | ptweedy@alphalacrosseinc.com

For all Custom or Team orders feel free to inquire with your sales person in the list above.

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