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THE TEAM SPORTS PLAYBOOK

spring & summer edition



MEVA[®]
Marketing & Promotion

S&S
ACTIVEWEAR

Win the Season

YOUR PLAYBOOK FOR SPRING & SUMMER TEAM APPAREL

Outfit every team this season with fast-ship, team-color gear designed to perform on the field and in the stands.

Your winning strategy starts here:

Who: Team dealers supporting high schools, colleges, clubs and rec programs.

What: Timely product assortments and marketing resources aligned with spring and summer sport schedules.

Why: Spring and summer mean high volume orders, and success comes from fast, easy access to the right gear.

Companion Styles Key

U

Unisex

M

Men's

W

Women's

Y

Youth

G

Girls

T

Toddler

I

Infant



Augusta Sportswear 1518 & 1426

Cover: Under Armour 1378676, Team 365 TT400Y & TT11SHY, Augusta Sportswear 1518 & 1426, Boxercraft BW5404, Colortone 1275, Holloway 223526



Under Armour 1378676

What's the focus for spring & summer?

What: Uniforms, practice gear, and fanwear

Who: Baseball, softball, track & field, lacrosse, soccer, and summer camps

Meet the Team Market

WHO ARE THE CUSTOMERS?

Teams & Programs: Youth clubs, middle/high schools, college club sports, semi-pro, community leagues, travel ball, cheer/dance, booster clubs, and athletic departments.

Buyers: Athletic directors, coaches, program coordinators, booster/parent leads, equipment managers, athletic trainers.

What do they need?

Sideline: Warm-ups, shooting shirts, quarter-zips, packable jackets, beanies

Coaching: Polos, performance knits, pants/shorts, outerwear, caps

On-Field: Practice gear

Off-Field: Tees, fleece, joggers, caps for players; "athleisure" for staff

Travel: Duffels, backpacks, outerwear, layering pieces

Spirit Wear: Fan tees, hoodies, seasonal assortments, fundraisers and giveaways

SEASON SELLING CALENDAR

Lock in Your Wins

January – February

- ✓ Teams and dealers lock in spring uniform and fanwear orders.

March – April

- ✓ Prime delivery window for baseball and softball season.

May – June

- ✓ Focus turns to summer camps, AAU programs, and travel leagues.

Sport Key

								
Baseball	Softball	Swimming	Soccer	Track & Field	Tennis	Golf	Volleyball	Basketball

Spring Sports

-  Starts in March; games and tournaments run through May–June.
-  Kicks off in early spring; major games by April–May.
-  Meets run March–May; championships wrap up in June.
-  Spring leagues begin in March or April; peak in May.
-  Begins in April; tournaments in May–June.
-  Opens March or April; steady competition through spring.
-  Moves outside by May for warm-weather play.

Summer Sports

-  Travel and all-star tournaments peak June – July.
-  Summer leagues and championships through July.
-  Camps and tournaments all summer long.
-  Swim leagues and meets run June–July.
-  Peak outdoor season with lessons and matches.
-  Daily play and youth programs all summer.
-  Prime season in June–July.
-  Summer leagues and open gyms ongoing.



BRANDS DONE BETTER

Timely Product Assortments & Marketing Support

From core basics to fashion-forward styles, S&S Activewear's 100+ brands and valuable **Marketing Resources** help create ready-to-sell assortments quickly and on brand for spring & summer timelines.

Reliable, Fast-Ship Fulfillment

With over 4 million sq. ft. of warehouse space across North America, S&S provides same-day **shipping**, free freight on \$200+ ground orders and expedited options to meet tight deadlines.

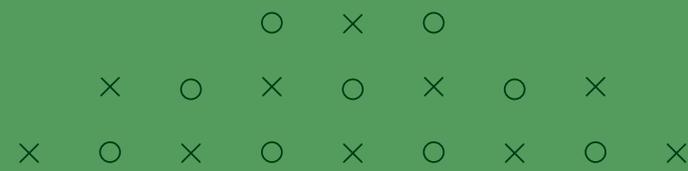
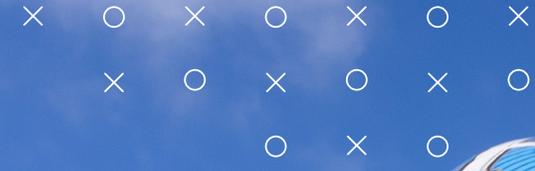
About Us

Marketing Resources

Shipping



Augusta Sportswear 1518 & 1426



Meet the Brand MVPs

UNIFORMS & PERFORMANCE APPAREL



ALLPRO

Affordable uniforms and basics that stretch budgets for large team orders.

BADGER SPORT

Recognized for performance tees and fanwear in every team color, perfect for youth and travel sports.

TEAM 365

Value-priced polos and outerwear that give schools and clubs a polished look without premium costs.

C2 SPORT

Entry-level basics in multiple colors, ideal for recreation leagues and camps.

Alleson ATHLETIC

Trusted for traditional team uniforms across multiple sports.

AUGUSTA SPORTSWEAR

Versatile core brand with deep assortments and colorways, an anchor for school programs.

Champion

Core fleece and performance styles to round out complete sport assortments.

GILDAN

Volume-driven, low-cost basics perfect for camps, rec leagues, and bulk orders.

Live & Tell BY L.A.T.

Youth-focused tees and fleece, filling gaps for league and camp programs.

CORE365

Affordable polos, jackets, and performance basics for staff, clubs, and rec programs.

Meet the Brand MVPs

FLEECE, TEES, & SPIRITWEAR



Iconic fleece and tees that fans recognize, boosting spiritwear sales.

BELLA+CANVAS

Fashion-forward basics in vibrant colors that modernize team fanwear.



Cost-effective tees and fleece with a soft hand, ideal for budget fanwear.

Hanes®

Comfort-focused, well-known basics that appeal to wide audiences.

COMFORT COLORS®

Garment-dyed tees in trend-right colors, popular for boosters and alumni.

American Apparel®

Fashion basics with a retail feel that elevate team and fan merch.

Boxercraft BW5404, Colortone 1275, Holloway 223526



Meet the Brand MVPs

HEADWEAR & ACCESSORIES



Market-leading caps that teams already demand—an easy upsell.

LEGACY

Relaxed, on-trend headwear that resonates with students, parents, and alumni.



Premium golf and lifestyle headwear, perfect for boosters and coaches.

FLEXFIT

Performance stretch-fitted caps with a pro look ideal for players, coaches, and premium team sets.



Reliable, budget-friendly caps that fill everyday team needs.

YP CLASSICS

Staple snapbacks and truckers that fit youth, fans, and spirit wear.



Collegiate heritage cap brand, strong with schools and alumni.



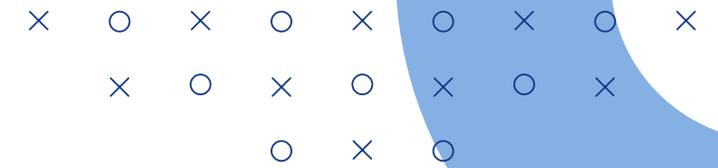
Lowest-cost cap option for budget-conscious camps and leagues.



Professional-grade bags, packs, and accessories built for durability and organization, ideal for athletic trainers, medical staff, and sideline support.

QTEES

Lightweight totes and bags that are easy add-ons for tournaments and fundraisers.



Meet the Brand MVPs

OUTERWEAR & PREMIUM APPAREL



Premium warm-ups and outerwear that elevates school and booster gear.



Performance-driven apparel and bags, perfect for sideline and coaches.



Globally recognized sports brand that elevates school and club programs.



Trend-forward athletic styles that appeal to younger players and fans.



Trusted outerwear and fleece for schools, boosters, and coaches.



Eco-friendly golf and lifestyle apparel that taps into the sustainability trend.

FAIRWAY & GREENE

Premium golf apparel, great for boosters, alumni, and staff programs.



Premium performance outerwear great for travel teams and coaches.

Right: Boxercraft BW5204 & BW6103, Below: American Apparel BR2101, adidas A2009, Badger 6151, Holloway 223765, TriDri TD052



M
W
Y



Team 365 - TT11

Lightweight, moisture-managing, ideal for teams and tournaments

M
W
Y



Team 365 - TT11SH

Team-ready performance short with pockets; core sport colors



YP Classics - 6606

Iconic fit, wide colorways/pattern range; perfect for fans and coaches

M
Y



Independent Trading Co. - EXP54LWZ

Packable windbreaker layer for evenings and tournaments

U
Y



Gildan - 18200

Budget-friendly fleece joggers for warm-ups & travel

M
W



adidas - A230

Coach-approved, quick-dry polo with brand recognition

U
Y



Team 365 - TT41

Sun-smart, breathable hooded tee great for summer practices and layering

W
U
Y



M&O - 4800

Budget-friendly, wide team-color range; great for camps, clubs and rec leagues

U



Champion - S700

Durable, fan-favorite fleece in core school shades

M
W
Y



AllPro - 4HM700

Snag-resistant, premium fade-resistant printing surface; perfect coach and travel layer

U
Y



Hanes - P160

Value fleece for teams and boosters; wide color range

M
W
Y



Tultex - 202

Ring-spun hand and fashion fit; large heather palette ideal for spirit wear



Boxercraft BW6502 & BW5404, Colortone 1275, Holloway 223526

ALL-STAR STYLES

Check "**Companion Styles Key**" on Page 1 for reference.

STYLES FOR THE WIN

Seasonal Demand Moves Fast

Use **Flyer Builder** to quickly create sell sheets and lookbooks, so buyers can explore options and make faster decisions.

Easy Access to Team Color Assortments

Quickly find affordable, ready-to-decorate products in school colors using the Filter by Color tool and curated **Explore collections**.

Shop by Color

Flyer Builder

Explore Collections

Boxercraft, BW5404 & BW6502



Augusta Sportswear 1518

BASEBALL

M
Y



Alleson Athletic - 7930

U
Y
T



BELLA+CANVAS - 3200

M



Augusta Sportswear - 3610

M
Y



Alleson Athletic - 605WLP

U
Y



Alleson Athletic - 3BBA

U
Y



Alleson Athletic - 3SOC2A

U
Y



Hanes - P170

W



Alleson Athletic - 522XVW

W
G



Alleson Athletic - 522PDW

W
G



Alleson Athletic - 605PBW



Imperial - 3124P



Under Armour 1378676, Team 365 TT400Y, Augusta Sportswear 1518

PLAYER PACK ASSORTMENT

Check "Companion Styles Key" on Page 1 for reference.

TRACK & FIELD

M
W
Y



Badger - 4129

M
Y



Badger - 4154

M
W
Y



Augusta Sportswear - 4395

M
W
Y



Augusta Sportswear - 7760

M
W
Y



Alleson Athletic - 7272



Sportsman - SP15



Augusta Sportswear - 6031



Liberty Bags - 8805

M
W
Y
G



Augusta Sportswear - 1517

U
Y



Paragon - 220

U
Y



Team 365 - TT400

SOCCER



Boxercraft BW5404

M
W
Y



Badger - 4107

PLAYER PACK ASSORTMENT

Check "Companion Styles Key" on Page 1 for reference.

LACROSSE

U
W
Y



Alleson Athletic - LP001A

U



Gildan - SF008

U



Champion - CO200

U



Team 365 - TT805

M
Y



Badger - 4610



Liberty Bags - 2251



Q-Tees - Q4500

M
Y
T



Colortone - 1000

M
W
Y



Alleson Athletic - 8662

M
W
Y



AllPro - 48000

M
W
Y



C2 Sport - 5129



Q-Tees - T18

SUMMER CAMPS



Boxercraft BW6502 & BW5404, Colortone 1275, Holloway 223526

PLAYER PACK ASSORTMENT

Check "Companion Styles Key" on Page 1 for reference.

STYLES THAT FIT EVERY LEVEL OF PLAY

GOOD

Bulk programs: camps, rec leagues, giveaways

BETTER

School, club and youth, and travel leagues

BEST

Coaches, boosters, and buyers looking for elevated gear

Uniforms & Performance Apparel

GOOD



Budget tees/shorts, camp gear, rec leagues.

BETTER



Core uniforms and versatile team basics in wide colorways.

BEST



Performance fabrics, B-Core technology, premium multi-sport uniforms.

Fleece, Tees & Spirit Wear

GOOD



Low-cost tees and fleece, ideal for camps and budget spirit wear.

BETTER



Recognized basics with youth-focused options and broader comfort fits.

BEST



Heritage styles with premium quality and global brand recognition.

Headwear & Accessories

GOOD



Lowest-cost and budget-friendly caps for camps, giveaways, and leagues.

BETTER



Fan-favorite snapbacks, truckers, and simple add-on totes.

BEST



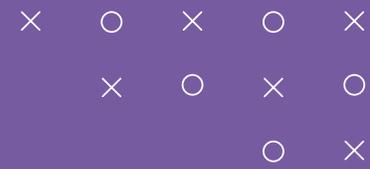
Market-leading caps requested by teams, reliable for high school and travel programs.

PREMIUM



Heritage styles with premium quality and global brand recognition.

When performance, prestige, longevity, and program pride matter most.



SIDELINE

M
W
Y



Badger - 7721

M
W
Y



C2 Sport - 5104



J. America - 8830



Customization Tip:
Mix and match laces for added team spirit 8831

M
W
Y



Badger - 7724

M
W
Y



C2 Sport - 5107



Flexfit - 6100NU



YP Classics - 1501KC

U
Y



Team 365 - TT77

U



Badger - 0200

Right: Under Armour 1378676, Team 365 TT400Y & TT15HY
Below: Augusta Sportswear 1518 & 1426



Check "Companion Styles Key" on Page 1 for reference.



Under Armour 13786976, Team 365 TT400Y & TT15HY, Augusta Sportswear 1518 & 1426

COACHING

M
W
Y



Team 365 - TT31

U
Y



Team 365 - TT73



Legacy - CFB

M
W



CORE365 - CE112

M
W



Columbia - 212468

U



Badger - 4105

M



Augusta Sportswear - 3100

M
W



adidas - A705

Check "Companion Styles Key" on Page 1 for reference.

ON-FIELD

M
W
Y



Team 365 - TT15

M
W
Y



C2 Sport - 5729



Sportsman - SP60

U



Tultex - 246



YP Classics - 6089M

M
Y



Badger - 4605

M
Y



C2 Sport - 5130

M
W
Y



C2 Sport - 5127

M
Y



Badger - 4607

Right: Boxercraft BW5404 & BW6502
Below: Under Armour 6005528, HUK HI200668



Check "Companion Styles Key" on Page 1 for reference.



American Apparel BR2101, adidas A2009,
Badger 6151, Holloway 223765, TIDri TD052

OFF-FIELD

M
W
Y



C2 Sport - 5100

U



Tultex - 245

M
W
Y



AllPro - 41870

U



Team 365 - TT401

M
W
Y



Augusta Sportswear - 1425

M



Badger - 4123

M
W
Y



Team 365 - TT1IL



YP Classics - 6006

M



Augusta Sportswear - 229140

Check "Companion Styles Key" on Page 1 for reference.

TRAVEL

U



American Apparel - 2003CVC

U



Hanes - 5180

U



Gildan - 64400

M



Holloway - 223530

Y



Imperial - 5056

M



adidas - A2009

M



Holloway - 223531

M



CORE365 - CE708

W

Right: Boxercraft BW5204 & BW6103 Below: Under Armour 1378676, Team 365 TT400Y, Augusta Sportswear 1426



Check "Companion Styles Key" on Page 1 for reference.



Below: Colortone 1275, Boxercraft, BM5404
Left: Boxercraft, BM5502& BM5404, Holloway 223526



SPIRIT WEAR



Valucap - VC300A

M
W
Y



AllPro - 62800

W
G



Holloway - 223765

U



Tultex - 602

U
Y



ComfortWash - GDH400

M
W



Independent Trading Co. - EXP120PFV

U
Y
T



BELLA+CANVAS - 3719

U
W
Y



Boxercraft - BM6624

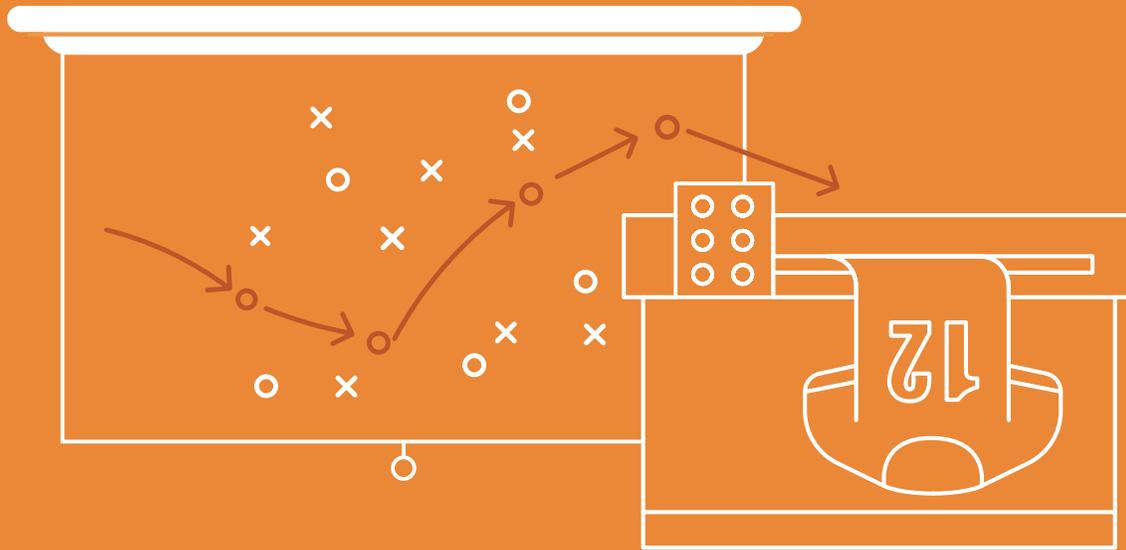
W
G



Holloway - 223766

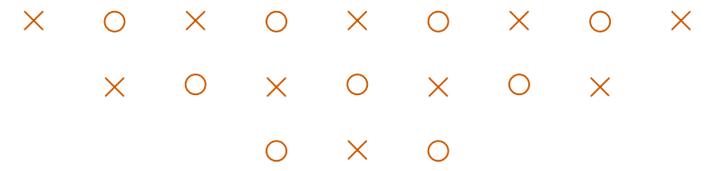
Check "Companion Styles Key" on Page 1 for reference.

DECORATION PLAYS



Check out the [Embellishment Solutions Center](#) for decoration information and support tools.

[Check Out Ninja Transfers](#)



Screen Print

Ideal for team tees and fleece. Stick to 1–3 colors for quick turnaround and strong margins.



Embroidery

Perfect for polos, caps, and outerwear. Add dimension with 3D puff embroidery for a standout look.



DTF Transfer

Great for names, numbers, and complex designs. Use Ninja Transfers for short runs and full-color logos.



Applique / Tackle Twill

Creates a premium, letterman-style finish on hoodies, jackets, and warm-ups.



Patches (Leather / PVC / Woven)

Elevates hats and outerwear with a textured, high-end touch.



Placement Guide

Try decorating the chest, full front/back, sleeve, hood, yoke, leg, or cap front/side/rear.

YOUR GAME PLAN FOR BIG WINS

Pitch Tip for Decorators:

Present this as a two-lane approach:

- Players for athletes/coaches.
- Supporters for fans.

Emphasize “good, better, best” options within each lane so schools can meet budget while still accessing premium and trend-driven styles.

[Shop All Team](#)

Step 1: Players Lane (Athletes & Coaches)

Built to cover utility, sideline, and coaching needs with durable, high-performance options.



Sideline Staples

Holloway, Augusta Sportswear, AllPro, adidas, Team 365



Coaching Uniforms

adidas, Team 365, CORE365, Augusta Sportswear, Badger, C2 Sport, Columbia



Headwear

Richardson, YP Classics, The Game, Flexfit



Outerwear & Layers

Holloway, Marmot, Columbia, DRI DUCK

Benefits: Keeps athletes and coaches looking professional and performing comfortably in any condition.

Step 2: Supporters Lane (Fans & Off-Field Players)

Focused on spirit wear, casual style, and accessories that fans and players want off the field.



Spirit Wear & Fan Shops

Gildan, Hanes, Tultex, Comfort Colors, BELLA+CANVAS, Next Level Apparel, American Apparel, Champion, Independent, vinyard vines, TriDri, Boxercraft, MV Sport, J. America



Off-Field Basics

BELLA+CANVAS, Next Level Apparel, Independent, Champion, American Apparel, Gildan, Hanes, Tultex, Comfort Colors



Travel & Accessories

Liberty Bags, Oakley, BAGedge, OAD, Q-Tees



Cold Weather

Weatherproof, Holloway, Columbia, Spyder



Caps & Visors

Richardson, LEGACY, Imperial, Valucap, Pukka

Benefits: Delivers the fan fashion and lifestyle spirit wear that drives school pride and fundraising opportunities.



THIS IS YOUR SEASON TO WIN

You've got the plays, the products, and the strategy to win. Now it's time to put them in motion. Spring and summer bring the biggest opportunities of the year—teams, camps, and leagues are ready to order, and you're ready to deliver.

Stay focused on what drives results: fast access, smart assortments, and gear that performs as hard as the athletes who wear it. Use these tools, tap into the momentum, and close the season with confidence.

In this game, every sale is a WIN!

[Shop All Team](#)

[Order Samples](#)

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Augusta Sportswear 1518 & 1426

