



# SPIRIT WEAR STORES

WEDNESDAY, JUNE 24, 2026 12:30 PM ET

PRESENTED BY:



ANGEL HALL  
ASSOCIATE DIRECTOR



GEORGI EMENHISER  
OPERATIONS & ODP  
ADMINISTRATOR



AMBER CREMEENS  
REGISTRAR &  
ADMINISTRATIVE ASSISTANT



**JOHN KOLUDER**  
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**DIRECTOR OF  
SPECIAL MEMBER  
BENEFITS**



# Special Member Benefits

Indiana Soccer is proud to offer a variety of benefits to our member clubs that are likely familiar to you, such as player registration, insurance/risk management coverage, access to coaching and referee resources and much more.

In addition to these services that are covered by membership dues, Indiana Soccer continues to cultivate partnerships with organizations to provide “Special Member Benefits” that go above and beyond what many other State Associations provide.





***E-commerce platforms for your club's  
online Spirit Wear store***



## WHY DO YOU NEED AN E-COMMERCE PLATFORM?

I know what you're thinking already.

*“This sounds great, but at our club we have a lack of \_\_\_\_\_”*

**Time / Resources / Manpower / Support / Buy-in**

**WE'RE HERE TO HELP!!!**



Families spend nearly \$300 per player annually on soccer merchandise and equipment via e-commerce ...

**Are you missing out on upwards of an additional \$90 per registered player??**

With just a couple of hours of work on the front end, your club can start earning ***hundreds to thousands of additional dollars each year in passive income!***



In searching for partners in the e-commerce category, Indiana Soccer considered:

Customer Facing Items:

- Product Quality & “Tiers”
- Variety of Available Merchandise
- Competitive Pricing
- Online Shopping Experience
- Order Turnaround Time
- Shipping
- Customer Service

Production/Support Items:

- Production Facility
- Production Process
- Supplier Relationships
- Inventory Process
- Reporting Mechanisms
- Dedicated Support Staff





- *South Bend-based retailer*
- *Running pilot e-commerce program via Indiana ODP for last 2 years*
- *Optimal for 24/7/365 solutions*
- *Offers commissions via flat % rate or per-item mark-ups*
- *Provides revenue checks quarterly*



- *Industry leader in school athletic uniforms now entering the direct-to-consumer space*
- *Served as Indiana ODP 25/26 uniform provider*
- *Optimal for fixed-time store solution*
- *Carries vast inventory, including all top athletic brands (Nike, adidas, Under Armour)*
- *Offers commissions via flat % rate*
- *Provides revenue checks monthly*



## Process Timeline | Pre-store Activation

- Indiana Soccer will work with designated club contact to confirm:
  - club's primary logo (and secondary, if applicable) and club's primary color(s)
  - If applicable, club's current e-commerce solution and its pros/cons
  - club's desired commission rate for items in online store
  - If applicable, club's official uniform/athletic apparel supplier (Nike, adidas, UA, etc.)
  - Dates for any club-specific events that can be added to general promotional calendar
- Indiana Soccer will provide e-commerce partner rep with above details for store mock-up
- Within a week (and typically within 48-72 hours), e-commerce partner will create and turn around to Indiana Soccer and club contact a link to the club's initial "template" store, including 1-2 designs on hundreds of products across categories (t-shirts, hoodies, jackets, shorts, joggers, hats and more) available in unisex adult, women's adult, and/or youth styles.
- Indiana Soccer will work with club and e-commerce contacts to eliminate unwanted individual items and/or brand product lines included in store template



## Indiana Soccer Support | Post-store Activation

- Indiana Soccer will serve as primary customer service contact on behalf of clubs and take lead on communications between customer and e-commerce rep (and club contact, if necessary) as needed
- Indiana Soccer will finalize and update a 12-month email and social media promotional calendar
  - Tryout dates, season-start dates, holidays, club-specific events, sale opportunities & more
  - Indiana Soccer will work with your e-commerce partner to create coupon codes for sales and communicate those to club contact
- Indiana Soccer will send club-branded email marketing blasts per the agreed upon promotional calendar directly to contacts registered within the GotSport registration platform (players, parents, coaches, employees, administrators, and board members)
- Indiana Soccer will provide club-branded graphics and language for social media posts on your respective channels per the promotional calendar (clubs will need to make individual posts)
- For this marketing support, Indiana Soccer will include a 10% service fee to items on each club's e-commerce store, with proceeds going to support our Community Outreach initiatives



## Order Example

Say a family of four orders:

- a youth tee for each of their 2 kids (\$12.99 each base cost)
- a performance/wicking polo shirt for dad (\$21.99)
- a hoodie for mom (\$29.99)
- a pair of 30 oz. metal tumblers (\$18.99 each)

**Total base cost of items: \$115.94**



| club size | % of purchasers at club | # of purchasers | annual \$ spent per family | annual total spent per club | commission rate | commission earned |
|-----------|-------------------------|-----------------|----------------------------|-----------------------------|-----------------|-------------------|
| 100       | 15%                     | 15              | \$115.94                   | \$1,739.10                  | 20.00%          | \$347.82          |
| 100       | 30%                     | 30              | \$115.94                   | \$3,478.20                  | 20.00%          | \$695.64          |
| 100       | 50%                     | 50              | \$115.94                   | \$5,797.00                  | 20.00%          | \$1,159.40        |
| 100       | 75%                     | 75              | \$115.94                   | \$8,695.50                  | 20.00%          | \$1,739.10        |
| 500       | 15%                     | 75              | \$115.94                   | \$8,695.50                  | 20.00%          | \$1,739.10        |
| 500       | 30%                     | 150             | \$115.94                   | \$17,391.00                 | 20.00%          | \$3,478.20        |
| 500       | 50%                     | 250             | \$115.94                   | \$28,985.00                 | 20.00%          | \$5,797.00        |
| 500       | 75%                     | 375             | \$115.94                   | \$43,477.50                 | 20.00%          | \$8,695.50        |
| 1000      | 15%                     | 150             | \$115.94                   | \$17,391.00                 | 20.00%          | \$3,478.20        |
| 1000      | 30%                     | 300             | \$115.94                   | \$34,782.00                 | 20.00%          | \$6,956.40        |
| 1000      | 50%                     | 500             | \$115.94                   | \$57,970.00                 | 20.00%          | \$11,594.00       |
| 1000      | 75%                     | 750             | \$115.94                   | \$86,955.00                 | 20.00%          | \$17,391.00       |

| club size | % of purchasers at club | # of purchasers | annual \$ spent per family | annual total spent per club | commission rate | commission earned |
|-----------|-------------------------|-----------------|----------------------------|-----------------------------|-----------------|-------------------|
| 100       | 15%                     | 15              | \$115.94                   | \$1,739.10                  | 30.00%          | \$521.73          |
| 100       | 30%                     | 30              | \$115.94                   | \$3,478.20                  | 30.00%          | \$1,043.46        |
| 100       | 50%                     | 50              | \$115.94                   | \$5,797.00                  | 30.00%          | \$1,739.10        |
| 100       | 75%                     | 75              | \$115.94                   | \$8,695.50                  | 30.00%          | \$2,608.65        |
| 500       | 15%                     | 75              | \$115.94                   | \$8,695.50                  | 30.00%          | \$2,608.65        |
| 500       | 30%                     | 150             | \$115.94                   | \$17,391.00                 | 30.00%          | \$5,217.30        |
| 500       | 50%                     | 250             | \$115.94                   | \$28,985.00                 | 30.00%          | \$8,695.50        |
| 500       | 75%                     | 375             | \$115.94                   | \$43,477.50                 | 30.00%          | \$13,043.25       |
| 1000      | 15%                     | 150             | \$115.94                   | \$17,391.00                 | 30.00%          | \$5,217.30        |
| 1000      | 30%                     | 300             | \$115.94                   | \$34,782.00                 | 30.00%          | \$10,434.60       |
| 1000      | 50%                     | 500             | \$115.94                   | \$57,970.00                 | 30.00%          | \$17,391.00       |
| 1000      | 75%                     | 750             | \$115.94                   | \$86,955.00                 | 30.00%          | \$26,086.50       |

| club size | % of purchasers at club | # of purchasers | annual \$ spent per family | annual total spent per club | commission rate | commission earned |
|-----------|-------------------------|-----------------|----------------------------|-----------------------------|-----------------|-------------------|
| 100       | 15%                     | 15              | \$115.94                   | \$1,739.10                  | 40.00%          | \$695.64          |
| 100       | 30%                     | 30              | \$115.94                   | \$3,478.20                  | 40.00%          | \$1,391.28        |
| 100       | 50%                     | 50              | \$115.94                   | \$5,797.00                  | 40.00%          | \$2,318.80        |
| 100       | 75%                     | 75              | \$115.94                   | \$8,695.50                  | 40.00%          | \$3,478.20        |
| 500       | 15%                     | 75              | \$115.94                   | \$8,695.50                  | 40.00%          | \$3,478.20        |
| 500       | 30%                     | 150             | \$115.94                   | \$17,391.00                 | 40.00%          | \$6,956.40        |
| 500       | 50%                     | 250             | \$115.94                   | \$28,985.00                 | 40.00%          | \$11,594.00       |
| 500       | 75%                     | 375             | \$115.94                   | \$43,477.50                 | 40.00%          | \$17,391.00       |
| 1000      | 15%                     | 150             | \$115.94                   | \$17,391.00                 | 40.00%          | \$6,956.40        |
| 1000      | 30%                     | 300             | \$115.94                   | \$34,782.00                 | 40.00%          | \$13,912.80       |
| 1000      | 50%                     | 500             | \$115.94                   | \$57,970.00                 | 40.00%          | \$23,188.00       |
| 1000      | 75%                     | 750             | \$115.94                   | \$86,955.00                 | 40.00%          | \$34,782.00       |

## Indiana ODP Pilot Program

Elevation Sports has provided a spirit wear store solution for the Indiana ODP program since Fall 2024, with the first full year through Summer 2025 providing the following results:

- ODP participants | **~ 500 players**
- # of unique items ordered | **381 items**
- Total sales | **\$11,935.38**
- Commission funds collected | **\$1,813.19**
- Average commission rate per item | **15.2%**





*Click to See the  
Indiana ODP  
Online Store*

*Click to See the  
Indiana Soccer  
“Mock-up” Store*



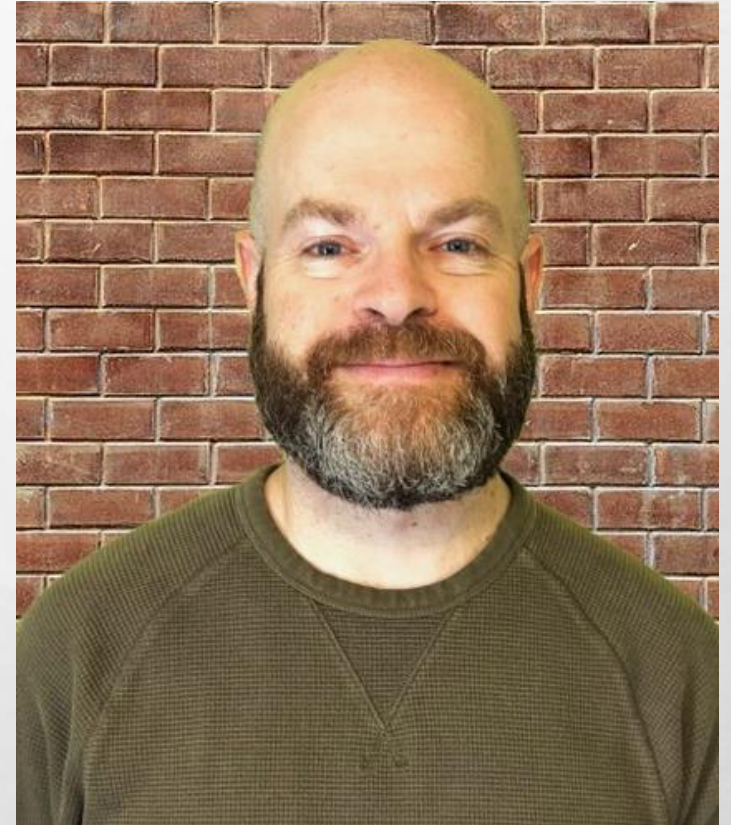


**HAVE QUESTIONS?  
NEED TO FOLLOW UP?**

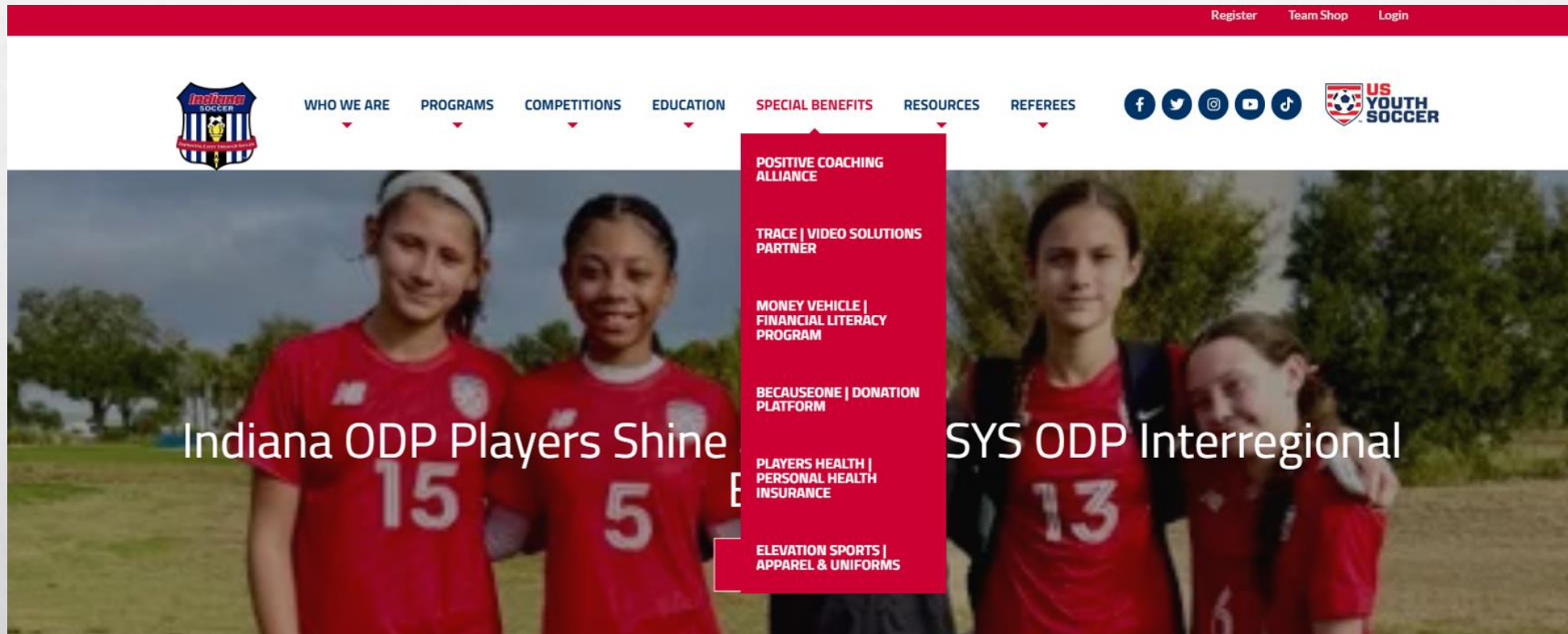
**JOHN KOLUDER**

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**317-975-2014**



# VISIT THE "SPECIAL BENEFITS" MENU AT SOCCERINDIANA.ORG TO ACCESS INFORMATION ON THESE SPECIAL BENEFITS



THIS WEEK'S  
GOAL GETTER  
MINDFUL  
MINUTE:

“ If you want  
to accomplish  
the goals of  
your life, you  
have to begin  
with the *spirit*. ”



-Oprah Winfrey

