

CHAMPION

Awards & Apparel, Inc.

“Your Company Store on the Web”

Champion Web Solutions is committed to happy employees. Happy employees ensure happy customers. Champion will provide our customers with the best company store available.

Why To define your brand with your team in mind

What Successful store models that can be customized for your company

How Service Standards that is clearly defined for “Your Company Store”



Why create an official Company Store?

Champion Web Solutions has been providing successful company stores for over 20 years. We have defined 5 major reasons to provide an Official Company Store for all companies with team members.

- Your Company Store will help create loyalty among employees
- Your Company Store will improve your corporate image in the Community
- Your Company Store will help define your brand (Logo, Art, Products)
- Your Company Store will help measure effectiveness & success of your branded product
- Your Company Store will help control expenses of branded products.

Your Company Store will be designed to accomplish these goals & more.

“Give Employees something to show their pride for their Company”

Champion will develop a successful store that includes design, production, service & supply chain solutions to showcase your branded products.



Design

Champion will improve your professional image and brand loyalty with our award winning products & e-store designs. We will provide an open source Ecommerce format. This allows for easy navigation through your company store.



Production

Champion will provide product development to match your personal wants and needs. Customer approved samples and timely quality production of all branded products.



Service

Champion will provide timely “before and after” service on the whole shopping experience. Guaranteed 100% customer happiness on all orders.



Marketing

Champion will allow you, the “boss”, to measure success of your company store program with monthly sales and products analytics. Periodic special promotions or “sale items”.



Supply Chain Solutions

Champion will provide timely fulfillment of all products. Express and personalization services will always be available.



“Empower the individual and the whole team will be empowered”

Your Company Store Models



Store on the Web - Minimum Inventory Company store

1. Specific items chosen by the customer.
2. Orders will be fulfilled within 7-14 business days.
3. Catalog Photography with descriptions will be used with customer's logo and placed on our shopping cart.
4. Free Fulfillment- includes repeat inventory, order processing, box & packaging, and labeling.
5. Free Credit Card Processing.
6. Emailed Analytics report.
7. Design Set-up Fee \$750.00 includes shopping cart, product descriptions, and Secure Certificate.
8. Yearly site maintenance fee of 250.00 will be invoiced each January 1st.
9. Shopping cart will be hosted on www.championinnovations.net

Example store: Shelby Farms www.shelbyfarmspark.org



Store on a Shelf - Custom Store Solution

1. Open cart install running complete with unlimited stock items.
2. Orders will be fulfilled within 2-3 business days.
3. We suggest a minimum of 25 products to start an average assortment of merchandise for your store. Suggested minimum inventory \$15,000.
4. Stand Alone Hosting, and Domain Registration
5. PayPal or Credit Card Processor payment for transactions with Secure Certificate.
6. **Discounts off catalog pricing.**
7. All products professionally photographed with written descriptions to highlight products.
8. Custom message provided by organization for front page of the store.
9. Free Credit Card Processing, and monthly reimbursement services provided.
10. Emailed Analytics report.
11. Maintenance provided 3-4 hours per week - \$100.00 Per Month. Setup and programming costs- \$2500.00

Example store: Tiger Gift Shop www.tigergiftshop.net

Service Standards

I. Your Official Branded Merchandise

1. "Your Company Store" will act as a guardian on behalf of your official logo. We can create Official Branded Identity Guidelines for \$200.00. (See Attached)
2. "Your Company Store" will provide custom logo design services at \$50.00 per hour.
3. "Your Company Store" will provide the best branded apparel, awards and promotional products such as Nike, Adidas, Cornerstone Work Wear and Safety Products, Port Authority, Bic, Crown Products, World Wide Line, Glass America and many more.
4. We can also provide items such as: Writing Instruments, Drink ware, Personal Care, Office Accessories, Golf & Sports Accessories, Decals, Magnets, Buttons & Lapel pins, Business Apparel & Accessories, Bags, Totes & Coolers. All these items will be bought beforehand and stocked in our Warehouse.

II. Samples and Production

1. The customer will purchase and approve branded samples of all products prior to production. We suggest that the customer showcase samples in their headquarters.
2. Set-up fees will be quoted per product.
3. Film and Screens- \$50.00 per color
4. Embroidery Digitizing Fee- \$125.00 per design
5. Branded Logo on Awards-\$25.00
6. Repeat order fee's: Screen reset's-\$10.00 per screen, Embroidery reset's-\$10.00 per logo and color way.
7. Name or Department Personalization-\$10.00 per product
8. Normal production on all new apparel and awards orders will be 7-14 days after approval.
9. Normal production on new promotional product orders will be quoted upon request. Production times are for a non-inventory based program. See below for inventory-based packages.
10. Once products to be offered in the store are chosen by the customer, prices will be quoted if not listed in the catalog. There will be a \$2.00 per extra size fee after XL on all products. Posted price of the product XS-XL plus the following; 2X-\$2.00, 3X-\$4.00, 4X-\$6.00, 5X-\$8.00, 6X-\$10.00, 7X-\$12.00, 8X-\$14.00, 10X-\$16.00.
11. All promotional products, other than apparel and awards, must be purchased by the customer to be used for fulfillment. Will be quoted upon request.
12. Express Service Available Per Custom Order:
 - 5 Days-\$50.00
 - 4 Days-\$75.00
 - 3 Days-\$100.00
 - 2 Days-\$150.00
 - 1 Day-\$200.00Orders must be placed and verified by 12pm previous day. Express orders will be guaranteed unless product is unavailable.

III. E-store Design

1. Open source design format allows for quick product upload that provides a great online user experience.
2. The Secure Certificate allows all commerce transactions the trust of privacy and security.
3. Custom professional photography and product descriptions offers that personalized look to make your employees feel special.
4. Design, samples, products, & custom store and photography will average approximately 3-5 weeks to build.

IV. Customer Service and Order Fulfillment

1. An experienced Customer Care team member will work with you personally through every phase of your company store project. We will also be there whenever you need and for those employees who would like to place orders by phone, email or fax.
2. Shipping costs will be charged to the customers for each individual order. FedEx Ground will be used on all shipments.

V. All company store solutions require 5 important requirements from you, the boss

1. Your company store link must be permanently displayed on the front page of organizations website.
2. Your company store must be managed by a willing representative from your organization.
3. Your company store must be actively promoted within the organization.
4. Your company store products should be required use by all team members within the organization official branding program.
5. Your company store will be subject to improvements as needed for success

Your company store Terms

1. Company Store Model Selected: _____
2. Initial agreement will be for twenty-four months ending _____, 20____ with a 2-year option to continue the agreement.
3. A 30-day notice will be given by either party for any issues that need to resolved. The other party will have 30 days to comply with requests. If the situation cannot be rectified then a 60-day termination period will be allowed by either party. This will allow for the liquidation of assets of your company store.
 - a. Champion web solutions and customer will mutually agree upon reimbursement payments and schedule. Payments will be added to this agreement prior to installation of store.

Mike Bowen Date

President, CEO

Champion Awards

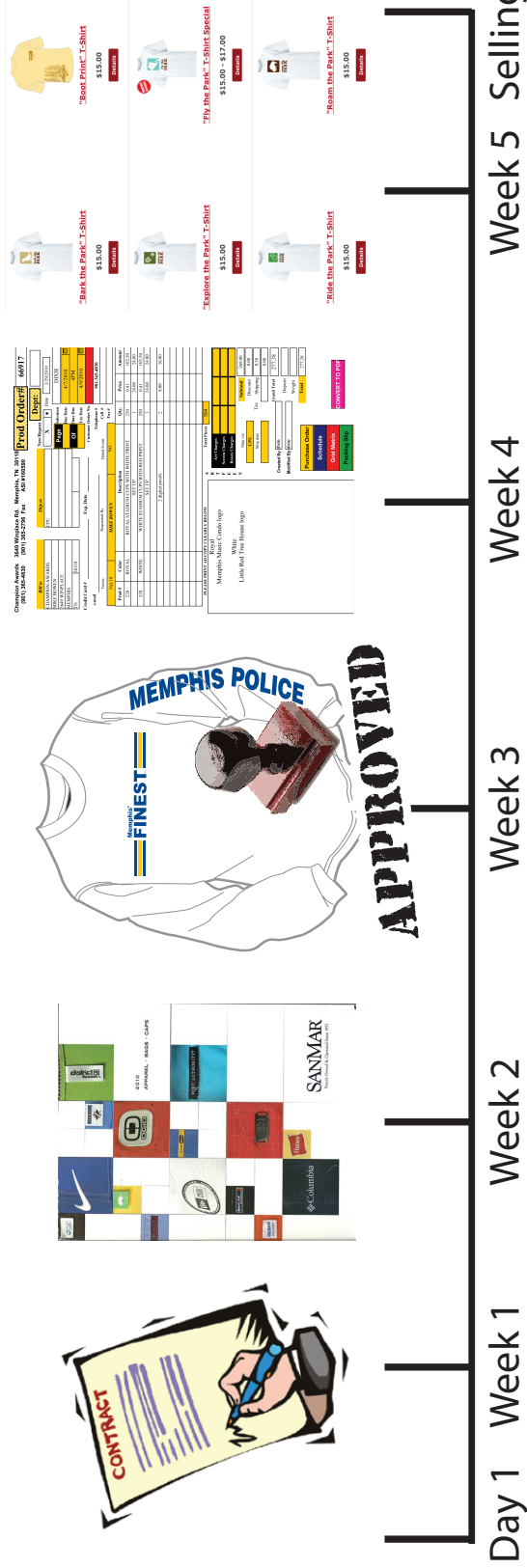
Customer Signature Date

Printed Name _____

Company Name _____

“ Great Organizations not only excite the human spirit, they inspire people to take part in helping to advance the company”.

Your Company Store Typical Time Line



1st week - customer signs contract and is given catalogs for the process of choosing products.

2nd week - customer submits product samples they would like to see in their store

- samples are ordered in by customer service rep

3rd week - samples are decorated and delivered to customer for approval

4th week - orders will be written and products produced (unless embroidery)

5th week - after product is produced (non embroidery) champion to photograph products for store

* note all embroidery items can be added to site without physical samples created

* these dates are a typical process - the wait time can be narrowed down based on your needs

BRAND IDENTITY GUIDELINES

CHAMPION

Awards & Apparel, Inc.

"Custom Branded Awards and Apparel"

FONTS:

"Champion" –
Berthold Baskerville Bold
"Awards & Apparel" – Helvetica Medium
Tagline – Helvetica Bold Italic
Web Address –
Helvetica Medium

COLORS:

Champion Black – Pantone Black c
Champion Grey – PMS 424 c
Champion Gold – PMS 142 c

Tri-color Positive is the preferred logo usage

Preferred Logo – Three Color Positive

CHAMPION

Awards & Apparel, Inc.

"Custom Branded Awards and Apparel"

www.gochampion.net

DO

- always use the electronic artwork provided
- keep logo type proportional to each other

DON'T

- alter the logo, modify color, add animation or introduce other graphic elements
- place the logo in a sentence as a replacement for a word.

Alternate Logo Usage

If the background color does not provide sufficient contrast, then use Dual Color Reverse Logo.

CHAMPION

Awards & Apparel, Inc.

"Custom Branded Awards and Apparel"

3649 Winplace Road, Memphis, TN 38118
901.385.4830 800.242.8781 Fax 901.385.2796

www.gochampion.net

CHAMPION

Awards & Apparel, Inc.

"Custom Branded Awards and Apparel"

www.gochampion.net

CHAMPION

Awards & Apparel, Inc.

"Custom Branded Awards and Apparel"

CHAMPION

"Custom Branded Awards and Apparel"

CHAMPION

Awards & Apparel, Inc.

"Custom Branded Awards and Apparel"

3649 Winplace Road, Memphis, TN 38118
901.385.4830 800.242.8781 Fax 901.385.2796

www.gochampion.net

CHAMPION

Awards & Apparel, Inc.

"Custom Branded Awards and Apparel"

www.gochampion.net

CHAMPION

Awards & Apparel, Inc.

"Custom Branded Awards and Apparel"

CHAMPION

"Custom Branded Awards and Apparel"

CHAMPION

Awards & Apparel, Inc.

"Custom Branded Awards and Apparel"

3649 Winplace Road, Memphis, TN 38118
901.385.4830 800.242.8781 Fax 901.385.2796

www.gochampion.net

CHAMPION

Awards & Apparel, Inc.

"Custom Branded Awards and Apparel"

www.gochampion.net

CHAMPION

Awards & Apparel, Inc.

"Custom Branded Awards and Apparel"

CHAMPION

"Custom Branded Awards and Apparel"

LOGO COLOR

All logos should be reproduced with Champion Match Colors, the Pantone Match Color System equivalent or most commonly in four-color process (cmky).



CHAMPION MATCH COLORS
Champion Black
PANTONE MATCH COLOR SYSTEM
Pantone Black c
FOUR COLOR PROCESS
C-000, M-000, Y-000, K-100



CHAMPION MATCH COLORS
Champion Grey
PANTONE MATCH COLOR SYSTEM
Pantone 424 c
FOUR COLOR PROCESS
C-000, M-000, Y-000, K-060



CHAMPION MATCH COLORS
Champion Gold
PANTONE MATCH COLOR SYSTEM
Pantone 142 c
FOUR COLOR PROCESS
C-000, M-028, Y-078, K-000