



Call the NBA

In the summer of 2020 the NBA allowed players to wear messages on their jerseys (Social Justice Messages) . A wonderful thing I think.

Then the NFL and other sports leagues tried to figure out ways to allow their players to deliver social justice messages on their uniforms. In Week 14 of the NFL season players were allowed to wear decorated cleats promoting their favourite charities, again a wonderful thing.

Giving professional athletes the opportunity to express themselves is a great idea. Someone needs to call the NBA and tell them that Shirt Club has the perfect tool to do this. What is the tool? It is called the "Controlled Dynamic Form".

What is a "Dynamic Form"?

- Go to: www.shirtclub.net
- Register
- Go to: Manage Your Shirt

Here you will see the form that is provided to all Shirt Club members. "Controlled" means that we create a form that is designed by the NBA, NFL, MLB, etc. with categories of information they choose and control for players to use.

So players carry a number on their jerseys rather than a message. Viewers search the player's number with the Shirt Club app and receive a much more glorified message than anyone could possibly print on a jersey, like an actual link to that player's favorite charity, his stats, a picture of his family. It is up to the league to decide what information they allow players to share. Shirt Club provides the tool.

Someone please call the NBA.