

SPORTCHEK PLAYBOOK



Jumpstart

Giving kids a sporting chance.



Joel Perera is a part-time Footwear Advisor at Sport Chek 5111 Yonge Street and is working hard during this off season after a successful first year with Ryerson's cross-country running team.

Issue 591. Week 02 FY17 . Feb. 10 - Feb. 22, 2016

• CUSTOMER SERVICE • CLEAN STORE • PRICING/PROMOTION • STAFFING/PEOPLE • PRESENTATION •

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INTRODUCTION

Advertising FY17

Week	TY Advertising	Holidays/Events	LY Events
3	Final Winter Blowout Digital ROP - (Feb 10-22) cont'd	Monday Feb 15 (Family Day/Louis Riel Day)	
4	Training #1 Print Flyer - (Feb 24 - Mar 7)		Training #1 Print Flyer - (Feb 25 - Mar 6)
5	Training #1 Print Flyer Cont'd - (Feb 24 - Mar 7)		Training #1 Print Flyer Cont'd - (Feb 25 - Mar 6)
6	Training #2 Digital Flyer (Mar 9 - 21)		Under Armour Scene Digital Flyer (Mar 11-23, 2015)
7	Training #2 Digital Flyer (Mar 9 - 21) con't		Under Armour Scene Digital Flyer (Mar 11-23, 2015) con't

Note: Copies of ROPs are not sent to stores because they are not printed in advance; stores need to print them off the Operations Portal. All documents are now posted also on the Operations Portal.

SPORT CHEK PLAYBOOK WK 02 FY17

TOP PLAYERS

• CUSTOMER SERVICE • CLEAN STORE • PRICING/PROMOTION • STAFFING/PEOPLE • PRESENTATION •

% Budget

SC 392 METROPOLIS	168.5%
SC 334 PARK ROYAL	164.4%
SC 272 RICHMOND CENTRE	151.5%
SC 361 WOODGROVE CENTRE	149.3%
SC 327 BROADWAY & ONTARIO	147.9%
SC 383 ST. JOHN'S	147.1%
SC 368 SEVENOAKS SHOPPING CENTRE	144.0%
SC 284 REGENT MALL	142.4%
SC 336 ISLAND HOME CENTRE	140.9%
SC 363 PORT COQUITLAM	139.4%
SC 369 GUILDFORD TOWN CENTRE	137.9%
SC 224 8K NORTH BATTLEFORD	137.0%
SC 317 WINSTON POWER CENTRE	136.5%
SC 229 8K SALMON ARM	134.1%
SC 208 MARKHAM	133.2%
SC 5145 8K ALLISTON	129.8%
SC 364 BRANDON SHOPPERS WORLD	129.7%
SC 5127 CONFEDERATION	129.5%
SC 5125 MARINE DRIVE	129.3%
SC 329 SOUTHLAND MALL	128.1%
SC 248 CROSSIRON MILLS	127.5%
SC 5119 8K CRANBROOK	127.2%
SC 5120 HILLSIDE MALL, BC	126.4%
SC 246 BIG BEND CROSSING	125.6%
SC 5124 8K CAMROSE	125.2%
SC 288 MILTON CROSSROADS	124.9%
SC 253 WHITBY	124.0%
SC 366 COTTONWOOD	123.2%
SC 5117 8K OKOTOKS AB	122.5%
SC 5123 8K COCHRANE AB	122.4%
SC 5135 ORANGEVILLE	122.2%
SC 320 ST. ALBERT	121.8%
SC 278 VILLAGE GREEN VERNON	121.3%
SC 322 CATARAQUI	121.3%
SC 359 INTERCITY MALL	121.0%
SC 221 BOARDWALK	120.9%
SC 395 HILLCREST MALL	120.8%
SC 5148 BARRIE - SOUTH	120.6%
SC 347 KILDONAN	120.4%
SC 345 LINDEN RIDGE	120.1%
SC 227 8K LINDSAY	119.4%
SC 349 QUINTE MALL	119.3%
SC 353 NEW SUDBURY CENTRE	119.1%
SC 346 POLO PARK	118.6%
SC 275 WESTRIDGE PLACE	118.0%
SC 5136 8K COLD LAKE	117.8%
SC 238 DUNCAN	116.7%
SC 259 STONE ROAD MALL	116.5%
SC 300 ABERDEEN MALL	116.0%
SC 271 ST. CATHARINES	115.9%

% Budget

SC 370 BAYERS LAKE	114.8%
SC 391 LYNDEN PARK	114.7%
SC 380 CHARLOTTETOWN	114.7%
SC 231 COLLINGWOOD	114.6%
SC 276 LOUGHEED MALL BURNABY	114.5%
SC 394 DEVONSHIRE MALL	114.4%
SC 328 MEADOWTOWN CENTRE	114.4%
SC 257 APPLEBY CROSSING	114.0%
SC 201 CORNER BROOK PLAZA	113.5%
SC 385 WILLOWBROOK	113.0%
SC 367 HERITAGE PLACE	112.7%
SC 313 MEDICINE HAT	112.6%
SC 354 PROMENADE	112.6%
SC 237 CORNWALL	112.5%
SC 341 VICTORIA SQUARE	111.7%
SC 312 MANNING TOWN CENTRE	111.5%
SC 335 KELOWNA	111.2%
SC 314 WEST EDMONTON MALL	110.5%
SC 311 PARK PLACE MALL	110.5%
SC 264 RIOCAN MARKETPLACE	110.4%
SC 283 WOODBRIDGE	110.4%
SC 340 BRAMALEA CITY CENTRE	109.7%
SC 298 LANSDOWNE PLACE	109.6%
SC 243 SHERWAY GARDENS	109.5%
SC 255 UPPER CANADA MALL	109.5%
SC 5113 COURTENAY	109.1%
SC 230 8K ESTEVAN	109.1%
SC 273 CAMBRIDGE CENTRE	108.9%
SC 5112 WELLAND	108.8%
SC 344 STRAWBERRY HILL	108.7%
SC 310 CHINOOK CENTRE	108.7%
SC 235 8K TRURO	108.6%
SC 350 MERIVALE MALL	108.6%
SC 279 SARNIA	108.5%
SC 393 CHATHAM	108.5%
SC 365 NORTHGATE CENTRE	108.1%
SC 304 TOWN AND COUNTRY	107.7%
SC 5155 8K WATERDOWN	107.7%
SC 308 SOUTHPARK	107.7%
SC 5134 LONDON SW	107.2%
SC 338 CENTRE CIRCLE AND 8TH	107.1%
SC 362 OSHAWA	107.1%
SC 342 SASKATOON	106.9%
SC 265 ST.VITAL	106.0%
SC 5142 WESTSHORE	105.9%
SC 316 KINGSWAY GARDEN MALL	105.8%
SC 266 KANATA CENTRUM	105.7%
SC 223 MIDLAND	105.7%
SC 213 WOODSTOCK	105.6%
SC 258 DARTMOUTH CROSSING	105.3%

% Budget

SC 260 BEACON HILL	104.5%
SC 250 LLOYDMINSTER	104.5%
SC 5131 8K SIMCOE	104.2%
SC 263 EGLINTON CORNERS	104.1%
SC 296 NORTH BAY	103.8%
SC 323 PEMBROKE	103.7%
SC 377 FAIRWAY BEST MALL	103.7%
SC 294 HEARTLAND	103.2%
SC 251 FAIRVIEW MALL	103.1%
SC 381 WESTBROOK MALL	102.9%
SC 262 TIMMINS	102.7%
SC 351 PICKERING	102.3%
SC 386 STATION MALL	102.2%
SC 241 LEASIDE	102.1%
SC 290 VICTORIA BAY CENTRE	102.0%
SC 297 SAINT JOHN	101.9%
SC 281 SOUTH TRAIL CROSSING	101.9%
SC 357 HYLANDS	101.6%
SC 384 RED DEER	100.8%
SC 5132 STOUFFVILLE	100.8%
SC 244 DURHAM CENTRE	100.6%
SC 309 MARKET MALL	100.6%
SC 293 ARGYLE MALL	100.5%
SC 234 DEERFOOT MALL	100.0%



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Way to go! SC - 290 Victoria Bay Centre

I would like to report some excellent customer service I received from Grace, a Manager at the Victoria Bay Centre store. I was dealing with a customer service item and she was extremely helpful, sincere in her efforts and just made the whole experience very pleasant. The experience has ensured I will be a repeat customer. If you have any sort of employee rewards program, I would strongly support Grace as a recipient of such a program.

Great work Grace!

Way to go! SC - 361 Woodgrove

I wanted to compliment your associate, Rachel in the footwear department at Woodgrove Centre in Nanaimo. Rachel provided a wonderful level of very efficient service and had a friendly and caring attitude towards every customer in that very busy department. She did an amazing job. Thank you. It was a very positive experience.

Great Job Rachel!

Way to go! SC- 355 Square One

I wanted to let you know what a great experience we had at your Square One store last night. My husband and I went to purchase running shoes for each of us. We received outstanding assistance from Noel. Noel offered a gait analysis and helped us select shoes that we are really happy with. He was friendly, professional, knowledgeable and patient with all of our questions and really helpful. With so many shoes to choose from, it would have been hard to make a selection on our own. It's pretty rare these days to get this kind of service in a store and we wanted to take the time to write this note and let you know that Noel is a great employee for Sport Chek and deserves to be commended.

Thanks Noel!

FAN MAIL

Joel Perera

is a part-time Footwear Advisor at Sport Chek 5111 Yonge Street and is working hard during this off season after a successful first year with Ryerson's cross-country running team.

When Ryerson University announced that they would be starting a cross-country running program this fall I was of mixed emotions. I knew I wanted to be a part of this team but I just took three years off of running so the journey to regain fitness would be a long and painful one. I'm glad I decided to pursue this despite all the physical and mental pain it put me through. I got the chance to be an important part of a cross-country team again and I made sure I seized this moment. My proudest moment came when as a team Ryerson's men's team placed third at the Brock University Open in St. Catherine's. Not only did I run a 24:13 for 7 km for an 11th place finish, but as a team we finished third and beat Brock University on their own course! Since we are a first-year program, with many of our athletes trying to regain fitness and battling numerous injuries, I was proud of myself and even more my team for being able to have such a strong performance that definitely put Ryerson on the map.



With the strong performance at Brock in our minds, we headed into the Ontario University Athletics Championships with the belief that we could upset a couple of teams. Our women's team came 13th out of 17 teams and the men's team came 15th out of 17 teams. Even though these results meant that both our men's and women's teams would not qualify for the Canadian Interuniversity Sport Championships in November, the entire Ryerson team is so much more motivated and determined for next year. I ran a 36:08 10 km at the OUA championships and I ran most of the season injured. Imagine what I can accomplish next year once I stay injury free and train even harder! The goal for me now is to have a solid indoor track season, stay injury free and run even faster personal bests. For the 5 km I am aiming to run under 16 minutes for the first time and for the 10 km I would like to go under 34 minutes at either the Yonge Street 10 km or the Sporting Life 10km (wearing my Sport Chek jersey of course). Strong and dedicated training will be the mantra this off season and I am so grateful to have such an amazing support staff around me to help me achieve my goals. With members of the FGL community across the country cheering me on I am that much more motivated to train my hardest and reach **#mybetter**.



RYERSON
RAMS

SPORT CHEK PLAYBOOK WK 02 FY17 **ADDITIONAL DEALS/SET UP INFO**

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In order to try and take a last run at selling through some winter product the purchasing team has offered up the following additional deals starting in week 2.

Outerwear

On Monday Feb 8th we will be marking down a considerable amount of outerwear styles to 50% off.
Any added styles will remain at the 50% off until the product comes off the floor at the end of the season.

Action Required

In order to clearly call out these styles please do the following:

- Using you IPC report or your PDTs identify the marked down styles and perm sticker them with the new price
- Update the product specific 4ups for the impacted styles
- Put up the generic signs referenced in the Playbook

Winter Boots

On Tuesday Feb 9th we will be marking down Winter Boots to 50% off for 7 days (Feb 9 – 15)
Please note the exclusions referenced in the Playbook

Action Required

In order to clearly call out this pricing please do the following:

- Scan your wall and update the sliders as required
- Put up the generic signs referenced in the Playbook
- When you scan your wall prior to opening on Feb 16th you will need to update the applicable

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SC Wk 2 Winter Clearance Event: Feb 10 - Feb 22/16.



New or On-Going	FOOTWEAR
N	**Footwear offer will run Tuesday, February 9th – Monday, February 15th, 2016 Men's, Women's & Kids' Select Winter Boots 50% off Our Ticket Price. Applied to items ending in 94¢. Prices shown reflect discount. Style selection and availability may vary by location.
N	Select 2015 & Older Men's & Women's Hiking Footwear 25% Off Our Ticket price. Applied to Items ending in .97¢ Prices shown reflect discount. Style, selection & Availability may vary by location.
O	Men's & Women's Select Winter Boots 30% to 50% Off Our Ticket Price. 50% Off applied to items ending in 94¢. 40% Off applied to items ending in 95¢. 30% Off applied to items ending in 96¢. Prices shown reflect discount. Hiking footwear not available in Kids'. Style, selection & availability will vary by location.
O	Men's, Women's & Kids' Athletic Footwear 30% Off Our Ticket Price. Choose From: Asics, adidas, New Balance, Reebok, Skechers & Saucony. Applied to items ending in 96¢. Prices shown reflect discount. Style, selection & availability may vary by location.
O	Men's, Women's & Kids' Nike & Under Armour Select Prior Seasons' Footwear 25% Off Our Ticket Price. Applied to items ending in 97¢. Prices shown reflect discount. Style selection and availability may vary by location.
O	Men's, Women's & Kids' Footwear Clearance Min. 50% Off Our Original Price. Applied to items ending in 88¢. Excludes select Nike. Selection may vary by location. _PLUS_ Take 25% Off Our Ticket Price. Applies to items ending in 88¢. 2nd item must be of equal or lesser value. Cannot be combined with any other offer. Excludes select Nike. Offer Valid Until Feb22, 2016.
New or On-Going	SOFTGOODS
N	**Outerwear Offer will be running Monday Feb 8 until end of season. Men's, Women's & Kids' Select Winter Outerwear Clearance 50% Off Our Original Price. Prices shown reflect discount. Excludes Arc'teryx and Nobis. Cannot be combined with any other offer. Brand availability may vary by gender. Availability & selection may vary by location. Not all clearance priced items or price points available at all locations.

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N	Men's & Women's Select Apparel Clearance Min. 50% Off Our Original Price. Applied to items ending in 88¢. Prices shown reflect discount. Cannot be combined with any other offer. Availability may vary by location. Note: This statement is advertising your existing Clearance Zone of 88¢ styles.
N	Women's & Kids' Select Big Logo Hoodies Take 25% Off Our Ticket Price. Excluding Items Already Marked Down. Cannot be combined with any other offer. Availability & selection may vary by location.
O	Men's, Women's & Kids' Winter Outerwear Clearance 30% to 50% Off Our Original Price. Prices shown reflect discount. Excluding Arc'teryx & Nobis. Brand availability may vary by gender. Availability & selection may vary by location. (Note Parajumpers and Spyder are included in-store.)
O	Men's, Women's & Kids' Winter Accessories & Baselayer Take 30% Off Our Ticket Price. Winter Accessories Include: Toques, Beanies, Scarves, Insulated Gloves & Mitts. Excluding Arc'teryx, Hestra, Nobis & items already marked down. Cannot be combined with any other offer. Availability & selection may vary by location.
New or On-Going	HARDGOODS
N	Huge Selection of Alpine Skis, Boots & Bindings Clearance Priced Min. 30% Off Our Original Price. Prices shown reflect discount. Selection may vary by location.
N	Huge Selection of Snowboards, Boots & Bindings Clearance Priced Min. 30% Off Our Original Price. Prices shown reflect discount. Selection may vary by location
N	Nordic Skis, Boots & Bindings Clearance Priced Min. 30% Off Our Original Price. Prices shown reflect discount. Selection may vary by location.
N	Snowshoes Clearance Priced Min. 30% Off Our Original Price. Prices shown reflect discount. Selection may vary by location.
N	Composite Sticks Clearance Priced Min. 40% Off Our Original Price. Applied to items ending in 88¢. Prices shown reflect discount. Selection may vary by location.
O	Racquet BOGO 50% Off. 2nd item must be of equal or lesser value. Items ending in 98¢ can be the first item but not the second discounted item. Selection may vary by location.
O	Prior Seasons' Hockey Skates Clearance Priced 40% To 60% Off Our Original Price. Applied to items ending in 88¢. Prices shown reflect discount. Selection may vary by location. _PLUS_ Take An Additional 25% Off Our Ticket Price. Applies to items ending in 88¢. Offer valid until Feb. 22, 2016.
New or On-Going	UNADVERTISED FOOTWEAR
	N/A

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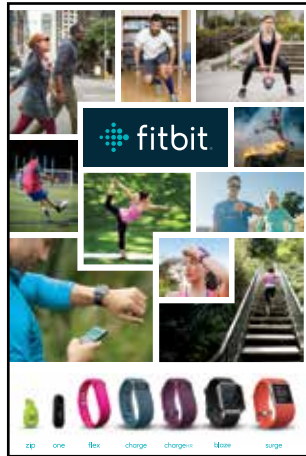
New or On-Going	UNADVERTISED SOFTGOODS
N	Firefly Men's Nic Tee 3 for \$25. Temp until Feb. 22/16.
New or On-Going	UNADVERTISED HARDGOODS
N	Fitbit Charge HR and Flex Activity Trackers Take \$30 Off Our Ticket Price. Colour & Selection may vary by location. See event plan for details.
N	Dakine Travel Rollers, Duffels & Accessories Take 30% Off Our Ticket Price. Includes items already marked down. Excluding items ending in 88¢. Selection may vary by location. This is a crossover from the Wk 02 ATMO ad.
O	2014 & Older Alpine Skis, Snowboards, Boots & Bindings Clearance* Priced 40% to 60% Off Our Original Price. On Select Prior Years' and older models. Selection may vary by location. Prices shown reflect discount.
O	Bauer Supreme ONE.6 Protective Clearance* Min. 30% Off Our Original Price. Includes Shoulder Pads, Elbow Pads & Shinguards Selection may vary by location. Prices Shown Reflect Discount. this product must be sticker tagged.
O	Junior Skate Exchange Program 50% Off Purchase A New Pair of Youth or Junior Skates. Bring them back after one season & receive 50% off the original purchase price towards a new pair next year.
O	All Hockey Wood Sticks, Shafts & Replacement Blades. Buy One Get One 50% Off. 2nd must be of equal or lesser value.
O	Junior Ski or Snowboard Exchange Program 50% Off. Purchase New Junior Ski or Snowboard Equipment (Skis, Bindings or Boots) or Junior Snowboard equipment (Snowboards, Bindings or Boots) and receive 50% of your original purchase price towards your next Junior Ski or Snowboard equipment purchase. Bring back your Ski/Snowboard in good condition within 12 months of purchasing, accompanied with the original receipt and receive 50% credit of original purchase towards your next Ski/Snowboard purchase at Sport Chek.

WEEK

WINDOW WALLS

MISCELLANEOUS POP

SC WK 02 FINAL WINTER BLOWOUT
Sale Dates: Feb 10- Feb 22/16.

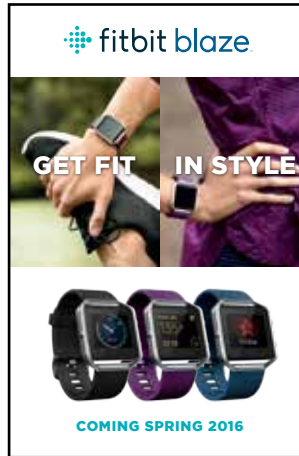


PRIORITY #1
PLACE WINDOW WALL UP UPON ARRIVAL

FITBIT

Start Date: Feb 1/16
End Date: Feb 29/16

Place in store front windows
or on walls, in the proper frames.



PRIORITY #2
PLACE WINDOW WALL UP UPON ARRIVAL

FITBIT

Start Date: Feb 1/16
End Date: Feb 29/16

Place in store front windows
or on walls, in the proper frames.



Scene Promo 45X9, Cash Mat & Pamphlets

Start Date: Nov 17/14

End Date: TBA

Place 45x9 POP in the Impulse Lane POP holders as a first priority.
Distribute the remaining 45x9's throughout the store where other vendor or promotional doesn't already exist. Pamphlet's and holders at the cash desk area accessible to customers. Cash Mat sign holders at all cash areas.

WEEK

MISCELLANEOUS POP

WHAT'S OVER

SC WK 02 FINAL WINTER BLOWOUT
Sale Dates: Feb 10- Feb 22/16.



Top



Middle



Base

PRIORITY #1
Jumpstart POP
Jumpstart fixture always set up at store front with Jumpstart POP. This is facing store front at all times.

PRIORITY #2

Jumpstart Fixture
Place the SCENE POP into the Jumpstart Fixture, replacing the Olympic POP. The SCENE POP must live on the backside of the fixture.

Recycle



One thing that is unique to every store is their store front areas. Given the differences between stores not every store was able to support the communicated store front ad set ups in the past. To customize the set up for each store we would like each SGM to work with their DM to determine what fixtures fit comfortably at their store front while still allowing traffic to flow smoothly.

Going forward for each ad we will supply a list of styles (by category) that are a priority. Following the guidelines below each store can set up the store front set up that best suits their location.

Note: Any styles listed below that cannot fit at your store front need to be highlighted leading into their respective departments to ensure high doorcrasher visibility.

Some General Guidelines For Your Store Front Set Up

Fixture Options

- Men's & Women's Footwear fixtures, 2-Ways, 4-Way and Roll Racks.
- Bikes can be featured on the floor.

Set Up

- Do not mix genders on a fixtures.

Signage

- Use appropriate signs provided in sign file from the Ops Portal, or produce your own with the PDT.
- Ensure you use "As Advertised" POP for on front page product.

Product

Here are some key deals to consider for your store front set up:

Men's

Footwear

See Footwear setup guide.

Softgoods

1. Selection of Men's Outerwear 30% to 50% Off Our Ticket Price. Roll Racked at store front.

Hardgoods

N/A

Women's

Footwear

See Footwear setup guide.

Softgoods

1. Selection of Women's Outerwear 30% to 50% Off Our Ticket Price. Roll Racked at store front.

SC Wk 02 Winter Clearance Event: Feb 10 - Feb 22/16.

Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by this date
F O O T W E A R								
	MEN'S							
	This Footwear offer will run Tuesday, February 9th – Monday, February 15th, 2016 Men's Select Winter Boots 50% Off Our Ticket Price Applied to items ending in 94¢. Prices shown reflect discount. Style selection and availability may vary by location.	50% Off	Various	Temp ends Feb 15/16		*See additional deals/ set up guide page for further information		
1	Men's Select Winter Boots 30% to 50% Off Our Ticket Price. 50% Off applied to items ending in 94¢. 40% Off applied to items ending in 95¢. 30% Off applied to items ending in 96¢. Prices shown reflect discount. Style, Selection & Availability will vary by location.	30% -50% Off	Various	Temp	See Footwear setup guide	Use generic 1up provided		
2	Men's Footwear Clearance Min. 50% Off Our Original Price. Applied to items ending in 88¢. Excludes select Nike. Selection may vary by location. PLUS Take 25% Off Our Ticket Price. Applies to items ending in 88¢. 2nd item must be of equal or lesser value. Cannot be combined with any other offer. Excludes select Nike. OFFER VALID UNTIL FEB 22, 2016	Min. 50% Off _PLUS_ Take 25% Off	Various	Temp	See Footwear setup guide	Use generic 1up provided		
2	Men's Nike & Under Armour Select Prior Seasons' Footwear 25% Off Our Ticket Price. Applied to items ending in 97¢. Prices shown reflect discount. Style selection and availability may vary by location.	25% Off	Various	Temp		Use generic 1up provided		

Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by this date
2	Men's Athletic Footwear 30% Off Our Ticket Price. Applied to items ending in 96¢. Prices shown reflect discount. Style, selection & availability may vary by location.	30% Off	Various	Temp		Use generic 1up provided		
2	Select 2015 & Older Men's Hiking Footwear 25% Off Our Ticket Price. Applied to Items ending in .97¢ Prices shown reflect discount. Style, selection & Availability may vary by location.	25% Off	Various	Temp		Use generic 1up provided		
	WOMEN'S							
	This Footwear offer will run Tuesday, February 9th – Monday, February 15th, 2016 Women's Select Winter Boots 50% Off Our Ticket Price Applied to items ending in 94¢. Prices shown reflect discount. Excludes UGGs. Style selection and availability may vary by location.	50% Off	Various	Temp ends Feb 15/16		*See additional deals/ set up guide page for further information		
1	Men's Select Winter Boots 30% to 50% Off Our Ticket Price. 50% Off applied to items ending in 94¢. 40% Off applied to items ending in 95¢. 30% Off applied to items ending in 96¢. Prices shown reflect discount. Style, Selection & Availability will vary by location.	30% -50% Off	Various	Temp	See Footwear setup guide	Use generic 1up provided		
2	Women's Footwear Clearance Min. 50% Off Our Original Price. Applied to items ending in 88¢. Excludes select Nike. Selection may vary by location. ____ PLUS ____ Take 25% Off Our Ticket Price. Applies to items ending in 88¢. 2nd item must be of equal or lesser value. Cannot be combined with any other offer. Excludes select Nike. OFFER VALID UNTIL FEB 22, 2016	Min. 50% Off _PLUS_ Take 25% Off	Various	Temp	See Footwear setup guide	Use generic 1up provided		

Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by this date
2	Women's Nike & Under Armour Select Prior Seasons' Footwear 25% Off Our Ticket Price. Applied to items ending in 97¢. Prices shown reflect discount. Style selection and availability may vary by location.	25% Off	Various	Temp		Use generic 1up provided		
2	Women's Athletic Footwear 30% Off Our Ticket Price. Applied to items ending in 96¢. Prices shown reflect discount. Style, selection & availability may vary by location.	30% Off	Various	Temp		Use generic 1up provided		
2	Select 2015 & Older Men's Hiking Footwear 25% Off Our Ticket Price. Applied to Items ending in .97¢ Prices shown reflect discount. Style, selection& Availability may vary by location.	25% Off	Various	Temp		Use generic 1up provided		
	KIDS'							
	This Footwear offer will run Tuesday, February 9th – Monday, February 15th, 2016 Kids' Select Winter Boots 50% Off Our Ticket Price Applied to items ending in 94¢. Prices shown reflect discount. Style selection and availability may vary by location.	50% Off	Various	Temp ends Feb 15/16		*See additional deals/ set up guide page for further information		
2	Kids' Footwear Clearance Min. 50% Off Our Original Price. Applied to items ending in 88¢. Excludes select Nike. Selection may vary by location. ____ PLUS ____ Take 25% Off Our Ticket Price. Applies to items ending in 88¢. 2nd item must be of equal or lesser value. Cannot be combined with any other offer. Excludes select Nike. Offer valid until FEB 22, 2016	Min. 50% Off _PLUS_ Take 25% Off	Various	Temp		Use generic 1up provided		

Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by this date
2	Kids' Nike & Under Armour Select Prior Seasons' Footwear 25% Off Our Ticket Price. Applied to items ending in 97¢. Prices shown reflect discount. Style selection and availability may vary by location.	25% Off	Various	Temp		Use generic 1up provided		
2	Kids' Select Footwear 30% Off Our Ticket Price. Applied to items ending in 97¢. Prices shown reflect discount. Style selection and availability may vary by location.	30% Off	Various	Temp		Use generic 1up provided		
U N A D V E R T I S E D O R C R O S S O V E R D E A L S								
	Men's & Women's Slippers Take 50% Off Our Ticket McKinley, Sorel, Columbia & More. Applied to items ending in 94¢. Excluding items already marked down or ending in 88¢. Style selection & availability may vary by location.	Take 50% Off	Various	*New end date Temp Until Feb 22/16		Use generic 1up provided		
	Men's adidas & DC Select Skate Shoes 40% Off Our Ticket Price. Applied to items ending in 95¢. Prices shown reflect discount. Style selection and availability may vary by location.	40% Off	Various	Temp				

SPORT CHEK PLAYBOOK WK 02 FY17

Clearance Footwear Setup Guide

The Week 2 Flyer has two key Footwear messages: “Men’s & Women’s Select Winter Boots 30% to 50% Off Our Ticket Price”, and “Men’s, Women’s & Kids’ Footwear Clearance Min. 50% Off Our Original Price PLUS Take 25% Off Our Ticket Price”.

Please see set up below to support each message.

PRICING:

- All boxed product on bunks and tables must be sticker tagged with current selling price (not including the additional 25% off 0.88 ending Clearance styles).
- Display a generic 1-Up in clamshell on all bunks and tables.

PROMOTIONAL BUNKS:

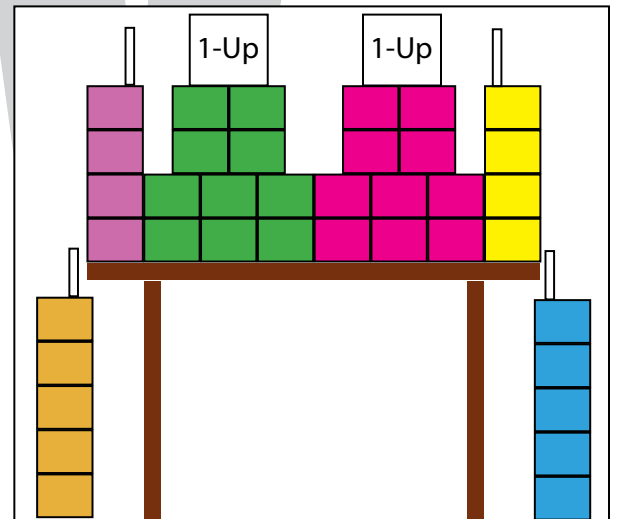
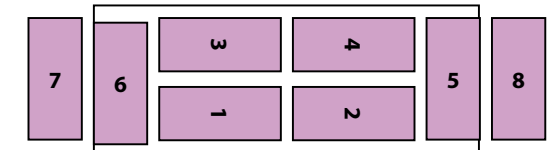
- Switch-out current inventory on Footwear Bunks to showcase the 30% to 50% off Select Winter Boots (minimum 1 men’s and 1 women’s).
- Set-up Bunks by Gender and Footwear Category; using one category per bunk e.g. Running, Training etc.
- Do not merchandise Footwear in boxes on-top of Footwear Bunks, use display risers.

TABLES:

- For locations without Footwear Bunks, set up tables within your Footwear Department.
- Set up a minimum of three tables for 0.88 ending Clearance footwear (1 men’s, 1 women’s and 1 kids’).
- Ensure you have a display shoe on top of the boxes.





Overview of Table Setup within Footwear Department



SC WK 02 Winter Clearance Event: Feb 10 - Feb 22/16.


Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by this date
H A R D G O O D S								
	MEN'S							
1	Huge Selection of Alpine Skis, Boots & Bindings Clearance Priced Min. 30% Off Our Original Price. Prices shown reflect discount. Selection may vary by location.	Min. 30% Off	Various	Temp until end of season		Use generic 1up provided. When applicable product can be sticker tagged Ski packages 4up can be found on the Ops portal.		
1	Huge Selection of Snowboards, Boots & Bindings Clearance Priced Min. 30% Off Our Original Price. Prices shown reflect discount. Selection may vary by location.	Min. 30% Off	Various	Temp until end of season		Use generic 1up provided. When applicable product can be sticker tagged		
1	Nordic Skis, Boots & Bindings Clearance Priced Min. 30% Off Our Original Price. Prices shown reflect discount. Selection may vary by location.	Min. 30% Off	Various	Temp until end of season		Use generic 1up provided. When applicable product can be sticker tagged		
1	Snowshoes Clearance Priced Min. 30% Off Our Original Price. Prices shown reflect discount. Selection may vary by location.	Min. 30% Off	Various	Temp until end of season		Use generic 1up provided. When applicable product can be sticker tagged		


Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by this date
2	Racquet BOGO 50% Off. Items ending in 98¢ can be the first, but not the second discounted item. Second item must be of equal or lesser value. Selection may vary by location.	BOGO 50% Off	Various	Temp		 Use preprinted POP 1up & 4up also provided.		
2	Prior Seasons' Hockey Skates Clearance Priced 40% to 60% Off Our Original Price. Applied to items ending in 88¢. Prices shown reflect discount. Selection may vary by location. __PLUS__ Take an Additional 25% Off Our Ticket Price. Applies to items ending in 88¢. Offer valid until Feb. 22, 2016.	40% to 60% Off __PLUS__ Take An Additional 25% Off	Various	Temp until Feb. 22, 2016.		Use generic 1up & 4up provided.		
2	Composite Sticks Clearance Priced Min.40% Off Our Original Price. Applied to items ending in 88¢. Prices shown reflect discount. Selection may vary by location.	Min. 40% Off	Various	Temp		Use generic 1up & 4up provided.		
U N A D V E R T I S E D O R C R O S S O V E R D E A L S								
	Fitbit Charge HR and Flex Activity Trackers Take \$30 Off Our Ticket Price. Colour and selection may vary by location. Styles: Fitbit Charge HR - Black Large - 331725446 Fitbit Charge HR - Black Small - 331725449 Fitbit Charge HR - Plum Small - 331725457 Fitbit Charge HR- Plum Large - 331725453 Fitbit Charge HR Large – Tangerine - 331744467 Fitbit Charge HR Small – Tangerine - 331744471 Fitbit Flex – Black - 331427260 Fitbit Flex – Lime -331650867 Fitbit Flex – Pink - 331591689 Fitbit Flex – Slate - 331427383	Take \$30 Off		Temp until Feb 14/16		Signs can be made with PDT See email sent out on Feb 4 /16.		

Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by this date
	Dakine Travel Rollers, Duffels & Accessories Take 30% Off Our Ticket Price. Includes items already marked down. Excluding items ending in 88¢. Selection may vary by location. This is a crossover from the Wk 02 ATMO ad.	Take 30% Off	Various	Temp		Use generic 1up & 4up provided.		
	2014 & Older Alpine Skis, Snowboards, Boots & Bindings Clearance Priced 40% to 60% Off Our Original Price On select prior years' and older models. Selection may vary by location. Prices Shown Reflect Discount.	40% to 60% Off	Various	Perms		Generics should currently be up in store		
	All Hockey Wood Sticks, Shafts & Replacement Blades	BOGO 50% Off	N/A	Perm		 <p>45X9 Topper - "Wood Sticks, Shafts, Blades BOGO 50% Off. • Use only in the wood stick, shaft and replacement blades areas. Use preprinted POP</p>		
	Bauer Supreme ONE.6 Protective Clearance Min. 30% Off Our Original Price. Includes Shoulder Pads, Elbow Pads & Shinguards Selection may vary by location. Prices shown reflect discount.	Min. 30% Off	Various	Perm		Generic 1up & 4up should currently be up in store.		
W H A T ' S O V E R								
	Football Equipment Take 20% Off Our Ticket Price. Football equipment includes inflatables, gloves & accessories. Excluding Nike, NFL Super 50 Bowl styles and items ending in 88¢. This promo ends Feb 8th.	Take 20% Off	Various	Temp				
	Huge Selection of Alpine Skis, Boots & Bindings Clearance Priced 20% to 50% Off Our Original Price. Prices shown reflect discount. Selection will vary by location.	20% - 50% Off	Various	Temp until end of season				


Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by this date
	Huge Selection of Snowboards , Boots & Bindings Clearance Priced 20% to 50% Off Our Original Price. Prices shown reflect discount. Selection will vary by location.	20% - 50% Off	Various	Temp until end of season				
	Nordic Skis, Boots & Bindings Clearance Priced Min. 20% Off Our Original Price. Prices shown reflect discount. Selection may vary by location.	Min. 20% Off	Various	Temp until end of season				
	Snowshoes Clearance Priced Min. 20 % Off Our Original Price. Prices shown reflect discount. Selection will vary by location.	Min. 20% Off	Various	Temp until end of season				
	Composite Sticks Buy One, Get One 50%Off Bauer and CCM elite can be the first but not second item. Second item Must be of equal or lesser value. Selection may vary by location.	BOGO 50% Off	Various	Temp				
N B G W H A T ' S O V E R								
	The following Week 52 email offers ending Feb.8th <ul style="list-style-type: none"> • 2 for \$32.98 Golf Balls, TaylorMade Lethal Distance/ Callaway CXR Control. • Golf Gloves Buy One Get One 50% Off. • Golf Travel Covers 15% Off. 							

SC WK 02 Winter Clearance Event: Feb 10 - Feb 22/16.

Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by this date
S O F T G O O D S								
	MEN'S							
	Outerwear Offer will be running Monday Feb 8 until end of season. Men's Select Winter Outerwear Clearance 50% Off Our Original Price. Prices shown reflect discount. Excludes Arc'teryx and Nobis. Cannot be combined with any other offer. Brand availability may vary by gender. Availability & selection may vary by location. Not all clearance priced items or price points available at all locations.	50% Off	Various	Perm until end of season		Insure you use the 50% off 1up provided Product should also be sticker tagged *See additional deals/set up guide page for further information		
1	Men's Winter Outerwear Clearance 30% to 50% Off Our Original Price. Prices shown reflect discount. Excluding Arc'teryx & Nobis. Brand Availability may vary by gender. Availability & selection may vary by location. (Note Parajumpers and Spyder are included in-store.)	30% to 50% Off	Various	Temp	Place on roll racks at store front	We have provided new 1ups. Stores can continue using the Tombstones at the store front, but insure you update the 1ups in the departments 		
1	Men's Winter Accessories & Baselayer Take 30% Off Our Ticket Price. Winter Accessories Include: Toques, Beanies, Scarves, Insulated Gloves & Mitts. Excluding Arc'teryx, Hestra, Nobis & items already marked down. Cannot be combined with any other offer. Availability & selection may vary by location.	Take 30% Off	Various	Temp		Use generic 1up & 4up provided		

Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by this date
2	Men's Select Apparel Clearance Min.50% Off Our Original Price. Applied to items ending in 88¢. Prices shown reflect discount. Cannot be combined with any other offer. Availability may vary by location.	Min. 50% Off	Various	Perm	This statement is advertising your existing Clearance Zone of 88¢ styles	Use generic 1up & 4up provided. Product must be sticker tagged.		
	WOMEN'S							
	Outerwear Offer will be running Monday Feb 8 until end of season. Women's Select Winter Outerwear Clearance 50% Off Our Original Price. Prices shown reflect discount. Excludes Arc'teryx and Nobis. Cannot be combined with any other offer. Brand availability may vary by gender. Availability & selection may vary by location. Not all clearance priced items or price points available at all locations.	50% Off	Various	Perm until end of season		Insure you use the 50% off 1up provided Product should also be sticker tagged *See additional deals/set up guide page for further information		
1	Women's Winter Outerwear Clearance 30% to 50% Off Our Original Price. Prices shown reflect discount. Excluding Arc'teryx & Nobis. Brand Availability may vary by gender. Availability & selection may vary by location. (Note Parajumpers and Spyder are included in-store.)	30% to 50% Off	Various	Temp	Place on roll racks at store front	We have provided new 1ups. Stores can continue using the Tombstones at the store front, but insure you update the 1ups in the departments 		

Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by this date
1	Women's Winter Accessories & Baselayer Take 30% Off Our Ticket Price. Winter Accessories Include: Toques, Beanies, Scarves, Insulated Gloves & Mitts. Excluding Arc'teryx, Hestra, Nobis & items already marked down. Cannot be combined with any other offer. Availability & selection may vary by location.	Take 30% Off	Various	Temp		Use generic 1up & 4up provided		
2	Women's Select Apparel Clearance Min. 50% Off Our Original Price. Applied to items ending in 88¢. Prices shown reflect discount. Cannot be combined with any other offer. Availability may vary by location.	Min. 50% Off	Various	Perm	This statement is advertising your existing Clearance Zone of 88¢ styles.	Use generic 1up & 4up provided. Product must be sticker tagged.		
2	Women's Select Under Armour Big Logo Hoodies Take 25% Off Our Ticket Price. Excluding items already marked down. Cannot be combined with any other offer. Availability & selection may vary by location.	Take 25% Off	Various	Temp		Use generic 1up & 4up provided		
KIDS'								
	Outerwear Offer will be running Monday Feb 8 until end of season. Kids' Select Winter Outerwear Clearance 50% Off Our Original Price. Prices shown reflect discount. Excludes Arc'teryx and Nobis. Cannot be combined with any other offer. Brand availability may vary by gender. Availability & selection may vary by location. Not all clearance priced items or price points available at all locations.	50% Off	Various	Perm until end of season		Insure you use the 50% off 1up provided Product should also be sticker tagged *See additional deals/set up guide page for further information		

Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by this date
1	Kids' Winter Outerwear Clearance 30% to 50% Off Our Original Price. Prices shown reflect discount. Excluding Arc'teryx & Nobis. Brand Availability may vary by gender. Availability & selection may vary by location. (Note Parajumpers and Spyder are included in-store.)	30% to 50% Off	Various	Temp	Place on roll racks at store front	We have provided new 1ups. Stores can continue using the Tombstones at the store front, but unsure you update the 1ups in the departments 		
2	Kids' Winter Accessories & Baselayer Take 30% Off Our Ticket Price. Winter Accessories Include: Toques, Beanies, Scarves, Insulated Gloves & Mitts. Excluding Arc'teryx, Hestra, Nobis & items already marked down. Cannot be combined with any other offer. Availability & selection may vary by location.	Take 30% Off	Various	Temp		Use generic 1up & 4up provided		
2	Kids' Select Under Armour Big Logo Hoodies Take 25% Off Our Ticket Price. Excluding items already marked down. Cannot be combined with any other offer. Availability & selection may vary by location.	Take 25% Off	Various	Temp		Use generic 1up & 4up provided		
UNADVERTISED OR CROSSOVER DEALS								
	Men's & Women's Select Athletic Apparel Clearance Min. 25% Off Our Original Price. Prices shown reflect discount. Excludes select Nike and other select brands. Cannot be combined with any other offer. Availability and selection may vary by location.	Min. 25% Off	Various	Perm	Place product either on a fixture or roll rack in the main drive aisles of the dept.	Signage should currently be up in store		
	Firefly Men's Nic Tee 3 for \$25	3 for \$25	331162478	Temp until Feb. 22/16		Use generic 1up & 4up provided		

Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by this date
	Columbia Men's and Women's Fast Trek Pant	19.99	Men's 331041353 Women's 331198518	Temp until Apr. 25/16		Sign can be made with PDT		
	Columbia Mens Klamath Range II 1/2 Zip Fleece Top	19.99	330851014	Temp until Apr. 25/16		Sign can be made with PDT This product can be sticker tagged		
	Columbia Women's Glacial Fleece III 1/2 Zip Columbia Womn's Printd Glacial Fleece III 1/2 Zip Top	19.99	331197028 331372066	Temp until Apr. 25/16		Sign can be made with PDT This product can be sticker tagged		
W H A T ' S O V E R								
	Men's, Women's & Kids' Winter Pants. this deal is now part of the " Winter Outerwear Clearance Min. 30% off our ticket price. Excluding Nobis & Arc'teryx. Brand availability may vary by gender. Selection & availability may vary by location.	Min. 30% Off	Various	Temp until end of season or perm		This product/statement is now mixed in with the rest of the Winter Outerwear Clearnace		