

PLAYBOOK



Shamlo Faek, part-time Footwear Advisor at Sport Chek 363 Port Coquitlam, B.C., transformed his largest weakness into his most significant strength.



Jumpstart

Giving kids a sporting chance.

SPORTCHEK Issue 576 . Week 34 FY16 . Sept. 23 - Sept 28, 2015

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

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Introduction

Advertising FY16

Week	TY Advertising	Holidays/Events	LY Events
34	Fall #1 Digital Flyer (Sep 23 - 28)		Fall #1 Digital Flyer (Sep 24 - 29)
35	Save More Event Flyer (Sep 30 - Oct 5) + Scratch & Save (Oct 1 - 4)		Save More Event (Oct 1 - 6) + Scratch & Save (Oct 2 - 5)
36	Fall #2 Digital Flyer (Oct 7 - 19) + Winter Clearance ROP (Oct 7 - 19)	Thanksgiving - Oct 12	Fall #2 Digital Flyer (Oct 8 - 20) + Winter Clearance ROP (Oct 8 - 20)
37	Fall #2 Digital Flyer (Oct 7 - 19) + Winter Clearance ROP (Oct 7 - 19) con't		Fall #2 Digital Flyer (Oct 8 - 20) con't + Winter Clearance ROP (Oct 8 - 20) con't
38	Anniversary Sale Flyer (Oct 20 - 26)		40th Anniversary Sale Flyer (Oct 22 - 27)
39	Winter Rebate Flyer (Oct 28 - Nov 9)		Winter Rebate Flyer (Oct 29 - Nov 10)

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 34 FY16

TOP PLAYERS

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



	% Budget
SC 229 8K SALMON ARM	132.7%
SC 366 COTTONWOOD	128.6%
SC 296 NORTH BAY	127.9%
SC 327 BROADWAY & ONTARIO	127.2%
SC 344 STRAWBERRY HILL	126.8%
SC 223 MIDLAND	125.4%
SC 5120 HILLSIDE MALL, BC	125.2%
SC 392 METROPOLIS	119.5%
SC 336 ISLAND HOME CENTRE	119.4%
SC 241 LEASIDE	119.3%
SC 340 BRAMALEA CITY CENTRE	117.1%
SC 368 SEVENOAKS SHOPPING CENTRE	116.8%
SC 246 BIG BEND CROSSING	116.5%
SC 244 DURHAM CENTRE	116.0%
SC 369 GUILDFORD TOWN CENTRE	115.8%
SC 279 SARNIA	115.3%
SC 5113 COURTENAY	114.6%
SC 292 PEN CENTRE	114.5%
SC 317 WINSTON POWER CENTRE	114.4%
SC 361 WOODGROVE CENTRE	114.2%
SC 288 MILTON MALL	114.0%
SC 228 8K HUNTSVILLE	113.9%
SC 284 REGENT MALL	113.9%
SC 352 BURLINGTON	113.3%
SC 385 WILLOWBROOK	113.2%
SC 267 PEACHTREE SQUARE	112.4%
SC 278 VILLAGE GREEN VERNON	112.2%
SC 252 BOLTON	112.2%
SC 243 SHERWAY GARDENS	111.9%
SC 5132 STOUFFVILLE	111.8%
SC 213 WOODSTOCK	111.7%

SC 328 MEADOWTOWN CENTRE	111.4%
SC 253 WHITBY	111.3%
SC 322 CATARAQUI	110.7%
SC 272 RICHMOND CENTRE	110.5%
SC 382 FESTIVAL MARKETPLACE	110.5%
SC 255 UPPER CANADA MALL	110.4%
SC 349 QUINTE MALL	109.3%
SC 363 PORT COQUITLAM	109.3%
SC 221 BOARDWALK	109.1%
SC 379 CHAMPLAIN PLACE	109.1%
SC 389 MEADOWLANDS POWER CENTRE	108.7%
SC 347 KILDONAN	108.6%
SC 367 HERITAGE PLACE	108.6%
SC 5116 8K STEINBACH	108.4%
SC 225 8K MIRAMICHI	108.2%
SC 299 LIMERIDGE MALL	108.0%
SC 319 NIAGARA SQUARE	107.6%
SC 386 STATION MALL	107.5%
SC 5148 BARRIE - SOUTH	107.1%
SC 242 LONDON NORTH	106.8%
SC 401 EATON CENTRE	106.5%
SC 300 ABERDEEN MALL	106.5%
SC 297 SAINT JOHN	106.3%
SC 391 LYNDEN PARK	106.1%
SC 371 VILLAGE SHOPPING CENTRE	106.0%
SC 5121 STONEY CREEK	105.9%
SC 298 LANSLOWNE PLACE	105.9%
SC 5149 8K SMITHERS	105.8%
SC 208 MARKHAM	105.5%
SC 5134 LONDON SW	105.4%
SC 5125 MARINE DRIVE	105.1%

	% Budget
SC 5112 WELLAND	105.1%
SC 201 CORNER BROOK PLAZA	105.1%
SC 5114 8K GANDER MALL	105.0%
SC 393 CHATHAM	104.9%
SC 283 WOODBRIDGE	104.9%
SC 350 MERIVALE MALL	104.7%
SC 5142 WESTSHORE	104.7%
SC 5145 8K ALLISTON	104.3%
SC 345 LINDEN RIDGE	104.2%
SC 5131 8K SIMCOE	104.0%
SC 334 PARK ROYAL	103.7%
SC 383 ST. JOHN'S	103.7%
SC 259 STONE ROAD MALL	103.7%
SC 251 FAIRVIEW MALL	103.6%
SC 273 CAMBRIDGE CENTRE	103.4%
SC 291 WHITE OAKS	103.2%
SC 257 APPLEBY CROSSING	103.0%
SC 5133 8K TERRACE	102.6%
SC 335 KELOWNA	102.5%
SC 294 HEARTLAND	102.2%
SC 227 8K LINDSAY	102.1%
SC 356 CONESTOGA	102.0%
SC 238 DUNCAN	101.9%
SC 254 NORTHUMBERLAND	101.6%
SC 275 WESTRIDGE PLACE	101.5%
SC 276 LOUGHEED MALL BURNABY	101.4%
SC 394 DEVONSHIRE MALL	101.3%
SC 358 ERIN MILLS TOWN CENTRE	101.0%
SC 362 OSHAWA	101.0%
SC 265 ST.VITAL	100.8%

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

Way to go! SC 273 Cambridge Centre

Just wanted to drop you a note and let you know about one of your employees at the Cambridge store. Dave Hamilton really went beyond the call of duty on a bike I picked up for my wife. Dave was meticulous about going through the bike and adjusting, tightening, aligning every component of the bike that he wasn't happy with to the point where I thought he had re-built that whole thing. You don't get that kind of service outside a pro bike shop. So kudos to Dave for taking so much pride in his work and I hope he's recognized along the way for the kind of service he provides.

Thanks for taking pride Dave!

Way to go! SC 284 Regent Mall

Today I had to take my 17-year-old son shopping for sneakers. We went into Sport Chek and we were both extremely pleased with the customers service we received from the Advisor working in Footwear. She was extremely helpful and extremely knowledgeable. We weren't really sure what he needed and she asked enough questions to figure it out for us. Showed us different products, checked to make sure they fit, and suggested he try a different size and checked again. Thanks to her he bought the proper size. I am truly thankful for her help and friendliness.

Great job!

Way to go! SC 342 Saskatoon

Awesome Service! I blew some bearings on my inline skates and I went to your midtown store in Saskatoon. The service department had bearings but recommended new wheels, however the computer system showed no inventory in all three locations in Saskatoon for the 80 mm wheels. The young man in the service department called the stores to do a physical check with no luck, then did an additional check in the back and found a pack of 80 mm wheels. Wow this was a \$30 dollar item but the guys treated this as a major purchase and did everything possible to be sure I got what I needed. Great Service.

Thanks!

FAN MAIL



Shamlo Faek is a part-time Footwear Advisor at Sport Chek 363 Port Coquitlam in B.C.

My name is Shamlo Faek. I never used to be comfortable in my own skin. I experienced consistent bullying, even from myself. It wasn't until I found my passion in fitness that I transformed my largest weakness into my most significant strength. In less than a year I overcame obesity, losing 68 pounds.

My journey did not stop there, I competed in powerlifting on April 21, 2015 at the Centaur Powerlifting Championships and placed 1st, breaking four provincial records. This victory qualified me for Provincials on Jun 27, 2015. After months of training and preparation I placed 1st at Provincials as well, and this time I was capable of not only breaking four more provincial records but also lifting the heaviest deadlift in Canadian History. All of my hard work led me to be officially recognized as the strongest teenage athlete in British Columbia. My success in powerlifting gave me the opportunity to compete in one final competition for the summer on July 25, 2015. This was my time to shine because it was held in Canada Place, and viewed by hundreds of athletes and fitness companies across the world. I seized the moment and placed 1st once again and this time I reset my own national deadlift record lifting 500 pounds and I also broke the National Squat Record lifting 400 pounds.

I trained five times a week for three years along with consistent and disciplined eating habits to ensure optimal strength and health, and in that moment when everything paid off I realized it was all worth it. Throughout my whole journey I am blessed to have had a job that assists my vision in living a healthy and active lifestyle by having an incredibly

supportive community that has always helped me become the best version of myself.

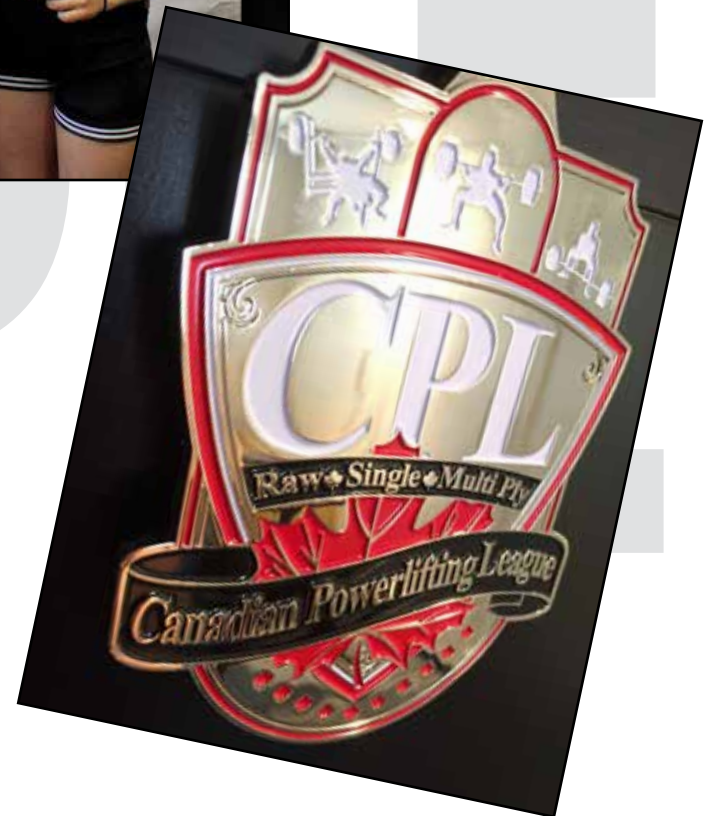
People began to be inspired by my transformation and success in my fitness career. I put countless hours into developing my social networking skills and developed a large following through several platforms such as YouTube, Instagram and Facebook. I now have a loyal and engaged following of over 10,000 people that grows significantly every single day. If you told me I would be where I am today when I began three years ago I would never have believed you.

My social media links:

<http://www.instagram.com/faekfitness>

<http://www.youtube.com/shamlofaek>

<http://www.facebook.com/faekfitness>



SPORT CHEK PLAYBOOK WK 34 FY16

HUDDLE POINTS

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

SC Wk 34 Footwear Sale Up to 50% Off, Game Time Hockey Event #7, Under Armour Scene Points & Sport Chek – Rogers GameCentre Live Promotion. Sept. 23 to Sept 28/15.

Under Armour/Scene

See Softgoods event plan for Instructions on preprinted POP setup.



UNDER ARMOUR SCENE DISCLAIMER OFFER VALID FOR UNDER ARMOUR PURCHASES MADE BETWEEN SEPTEMBER 1ST AND SEPTEMBER 28TH, 2015 ONLY. OFFER IS AVAILABLE AT ALL SPORT CHEK RETAIL LOCATIONS IN CANADA AND ON SPORTCHEK.CA. SCENE MEMBERS WHO MAKE A QUALIFYING PURCHASE IN-STORE OF \$99.95 OR MORE (BEFORE TAXES) IN A SINGLE TRANSACTION, AND PRESENT THEIR SCENE CARD AT TIME OF PURCHASE WILL RECEIVE ONE (1) SCENE POINT PER \$1 SPENT IN-STORE, PLUS OFFER OF 1,000 BONUS SCENE POINTS. MAY TAKE UP TO 21 DAYS AFTER ELIGIBLE TRANSACTION FOR BONUS POINTS TO BE APPLIED TO ACCOUNT. SCENE MEMBERS WHO MAKE A QUALIFYING PURCHASE ONLINE OF \$99.95 OR MORE (BEFORE TAXES) IN A SINGLE TRANSACTION, WILL RECEIVE A SEPARATE EMAIL WITH PIN NUMBER VALID FOR 1,000 SCENE POINTS TO BE DEPOSITED ON SCENE.CA/PIN. PINS MUST BE DEPOSITED BY 11:59PM ON OCTOBER 12TH, 2015. PURCHASES MADE ONLINE ON SPORTCHEK.CA QUALIFY FOR BONUS POINTS ONLY. TIME EXTENSIONS WILL NOT BE GRANTED. LIMIT OF ONE (1) OFFER PER TRANSACTION TO A MAXIMUM OF ONE (1) TRANSACTION PER SCENE MEMBER PER DAY AND A MAXIMUM OF SIX (6) TRANSACTIONS PER SCENE MEMBER DURING THE PROMOTIONAL PERIOD. MUST BE A SCENE MEMBER TO PARTICIPATE. FOR MORE INFORMATION OR TO JOIN SCENE FOR FREE, VISIT SCENE.CA/SPORTCHEK. SOME RESTRICTIONS MAY APPLY.



Sport Chek – Rogers GameCentre Live Promotion. Sept 22 to Oct 19, 2015.

See Softgoods event plan for Instructions on preprinted POP setup.

*OFFER VALID IN CANADA ONLY, SEPTEMBER 22 – OCTOBER 19, 2015 IN SPORT CHEK LOCATIONS AND ONLINE AT SPORTCHEK.CA. QUALIFYING PURCHASE MUST BE MADE IN A SINGLE TRANSACTION FOR \$120 BEFORE TAXES. ELIGIBLE PRODUCTS INCLUDE ALL REEBOK OFFICIAL NHL FANWEAR. THE PROMOTIONAL CODE TO ACCESS ROGERS NHL GAMECENTRE LIVE™ FREE TRIAL IS PROVIDED AT NO COST AND HAS NO CASH SURRENDER VALUE, WHILE PROMOTIONAL CODE LASTS. PROMOTION NOT VALID ON PREVIOUS PURCHASES. OTHER EXCEPTIONS MAY APPLY. *REGISTERED TRADEMARK OF FGL SPORTS LTD. SEE ROGERS.COM/NHL/SPORTCHEK FOR COMPLETE DETAILS

New or On-Going	Footwear
O	Spend \$100 On Under Armour Gear And Get 1,000 Bonus Scene Points. Offer valid September 1st - 28th, 2015.
N	Men's & Women's Select Running & Training Footwear 25% Off Our Ticket Price. Select styles. Prices shown reflect discount. Excludes items already marked down and ending in 88¢. Style selection and availability will vary by location. Excludes Nike.
N	Men's, Women's & Kids' Select Spring 2015 & Older Nike Footwear 25% Off Our Ticket Price. Select styles. Prices shown reflect discount. Excludes items already marked down and ending in 88¢. Style selection and availability will vary by location. Fall 2015 Nike excluded.
N	Kids' Select Footwear 25% Off Our Ticket Price. Prices shown reflect discount. Excluding items already marked down and items ending in 88¢. Style selection will vary by location. Excludes Nike & Bogs.
N	Men's & Women's Select Hiking & Casual Footwear 30% Off Our Ticket Price. Prices shown reflect discount. Excluding items already marked down and items ending in 88¢. Style selection and availability will vary by location. Excludes Timberland & Merrell.
N	Men's Select Skate Shoes 40% Off Our Ticket Price. Choose from adidas & DC. Prices shown reflect discount. Excluding items already marked down and items ending in 88¢. Style selection will vary by location.
N	Men's & Women's Select Prior Seasons' Winter Boots 40% Off Our Ticket Price. Prices shown reflect discount. Excluding items already marked down and items ending in 88¢. Style selection will vary by location. Applied to items ending in 95¢.
N	Men's, Women's & Kids' Prior Seasons' Footwear Clearance Min. 50% Off Our Original Price. Applied to items ending in 88¢. Select Nike excluded. Selection may vary by location. -PLUS- Take 25% Off Our Ticket Price. Applies to items ending in 88¢. Discount taken at till. Select Nike excluded. Cannot be combined with any other offer. Offer valid until October 5, 2015.
N	Prior Seasons' Golf Footwear Clearance Priced Min. 50% Off Our Original Price. Applied to golf footwear ending in 88¢. Selection may vary by location. Not all clearance priced items or price points available at all locations.

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New or On-Going	Softgoods
N	Sport Chek – Rogers GameCentre Live Promotion. Sept 22 to Oct 19, 2015.
O	Spend \$100 On Under Armour Gear And Get 1,000 Bonus Scene Points. Offer valid September 1st - 28th, 2015.
N	Men's, Women's & Kids' Apparel 25% Off Our Ticket Price. Chose from Burton, Oakley, Firefly & O'Neill. Including items already marked down. Excluding outerwear, headwear, golf apparel, socks and items ending in 88¢. Cannot be combined with any other offer. Availability and selection may vary by location.
New or On-Going	Hardgoods
N	Composite Stick Clearance Min. 40% Off Our Original Price. Applied To Items Ending In 88¢. Selection may vary by location. Not all clearance priced items or price points available at all locations. - PLUS- Take an additional 25% Off Our Ticket Price. Applies to items ending in 88¢. Offer valid until September 28, 2015.
N	Mix & Match Junior Protective. Protective Includes: Helmets, Helmet Combos, Cages, Shoulder Pads, Elbow Pads, Gloves, Pants & Shinguards. See In-Store For Details. Buy any 3 or 4 protective items & take an additional 20% each -OR- Buy any 5 or more protective items & take an additional 25% off each.
N	Prior Seasons' Sumer Golf Equipment Blowout Clearance Priced Min. 40% Off Our Original Price. Applied to items ending in 88¢. Selection may vary by location. Not all clearance priced items or price points available at all locations.
New or On-Going	Unadvertised Footwear
O	Men's & Women's Sandals Take 30% Off Our Ticket Price. Choose From: adidas, Reef, Quiksilver & ROXY. Style & Brand selection may vary by location. Excludes Nike & items already marked down.
New or On-Going	Unadvertised Softgoods
O	Men's, Women's & Kids' Select Prior Seasons' Insulated Winter Outerwear Clearance Priced 50% Off Our Original Price. Applied to items ending in 88¢. Prices shown reflect discount. Brand availability may vary by gender. Excluding Arc'teryx, Canada Goose, Nobis, Fleece & Softshell jackets. Selection will vary by location.
O	Men's, Women's & Kids' Select Swimwear & Boardshorts Clearance Up to 50% Off Our Original Price. Excludes select Nike and Under Armour. Brand availability may vary by gender. Selection may vary by location.
O	Select Prior Seasons' Golf Apparel Clearance 30% -50% Off Our Original Price. adidas, NikeGolf, Oakley & Puma. Prices shown reflect discount. Selection may vary by location.

New or On-Going	Unadvertised Hardgoods
O	Prior Seasons' Bike Helmets Clearance Min. 40% Off Our Original Price. Applied to items ending in 88¢. Prices shown reflect discount. Selection will vary by location.
O	Massive Prior Seasons' Hockey Skate Clearance 40% Off to 60% Off Our Original Price. Applied to items ending in 88¢ On select prior seasons' models. Not all Clearance price points available at all locations. Selection may vary by location. Prices shown reflect discount.
O	Goalie Protective Mix & Match Buy Any 2 Goalie Items and Take An Additional 10% Off Each __Or__ Buy Any 3 or More Goalie Items And Take An Additional 15% Off Each.
O	Wood Sticks, Replacement Blades and Shaft BOGO. Preprinted POP should be used for the statement.
O	Select Prior Seasons' Cycling Apparel Clearance Priced 30% - 50% Off Our Original Price. Prices shown reflect discount. Selection will vary by location.
O	2013 & Older Baseball/Softball Gloves and Bats Clearance Min. 40% Off Our Original Price. Applied to items ending in 88¢ on select prior seasons' models. Prices shown reflect discount. Selection will vary by location.
O	Prior Seasons' Summer Golf Blowout Clearance Priced Min. 40% Off Our Original Price. Applied to items ending in 88¢. Selection may vary by location.
O	Men's or Women's TaylorMade Jetspeed or Callaway X Hot N-14 Driver 159.99.
O	Men's or Women's Jetspeed or Men's Callaway X Hot N-14 Fairway Wood Your Choice 139.99.
O	All Bikes Clearance Priced 20% Off to 50% Off Our Original Price. Prices shown reflect discount. Selection may vary by location.
O	Select GT & Jamis Bikes Clearance Priced Min. 30% Off Our Original Price. Prices shown reflect discount. Selection & availability may vary by location.
O	All Inline Skates Clearance Priced Min. 30% Off Our Original Price. Selection may vary by location.
O	Select Baseball/Softball Bats & Gloves Clearance Priced Min. 25% Off Our Original Price. Excluding Batting Gloves. Selection may vary by location.
O	Racquets Clearance* Priced 40% to 60% Off Our Original Price. Applied to items ending in 88¢. 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	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.

W34-37 – Tuesday, September 22nd to Monday, October 19th, 2015

Sport Chek – Rogers GameCentre Live promotion

Banners:

- Sport Chek, including www.sportchek.ca

How It Works:

To celebrate the return of our favorite hockey teams on ice, Sport Chek has partnered with Reebok, Rogers and the NHL to offer a unique experience to hockey fans across the country. From Tuesday, September 22nd to Monday, October 19th, 2015 any customer that spend \$120 or more Reebok Official NHL products – that includes jersey, hoody, hat and much more – will receive a free trial of Rogers NHL GameCentre LIVE™ for the first 2 months of the 2015-16 NHL® Regular Season!

What is Rogers NHL GameCentre LIVE™? It give you access to every out-of-market & national game, the 2016 Stanley Cup® Playoffs & special event games, plus full replays of every game. It also allows you to watch the games on any of your device including smartphone, tablet, laptop and many more. On laptop, you can enjoy multi-game viewing (up to 4 games) using split-screen! See more details at: <https://gamecentrelive.rogers.com/en/features/>

Promotional Offer:

Spend \$120* or more on Reebok Official NHL® products and get a free trial of Rogers NHL GameCentre LIVE™† for the first 2 months of the 2015-16 NHL® Regular Season††

Advertising Disclaimer:

*Offer valid in Canada only, September 22 – October 19, 2015 in Sport Chek locations and online at SportChek.ca. Qualifying purchase must be made in a single transaction for \$120 before taxes. Eligible products include all Reebok Official NHL Fanwear. The promotional code to access Rogers NHL GameCentre LIVE™ free trial is provided at no cost and has no cash surrender value. While promotional code lasts. Promotion not valid on previous purchases. Other exceptions may apply. ®Registered Trademark of FGL Sports LTD. See rogers.com/nhl/Sportchek for complete details.

†NHL and the NHL Shield are registered trademarks and NHL GameCentre LIVE and GameCentre LIVE are trademarks of the National Hockey League. © NHL 2015. All Rights Reserved. ™Rogers & Mobius Design and Sportsnet are trademarks of or used under license from Rogers Media Inc., or an affiliate ©2015 Rogers Communications.

†† Includes access to content only. Standard data overage/roaming charges may apply. Up to Two (2) months free trial of Rogers NHL GameCentre LIVE™ is valid from October 7th, to December 6th, 2015 exclusively, regardless of date of redemption of offer. Promotional code must be redeemed by November 1st, 2015 11h59pm EST

Key Dates:

- Brochures will be sent to stores on September 10th in your mailbag.
- If you are still waiting for your brochures to arrive on Thursday, September 17th, please contact sarah.major@fglsports.com

To redeem in - store:

The cashier must complete the following for each qualifying purchase:

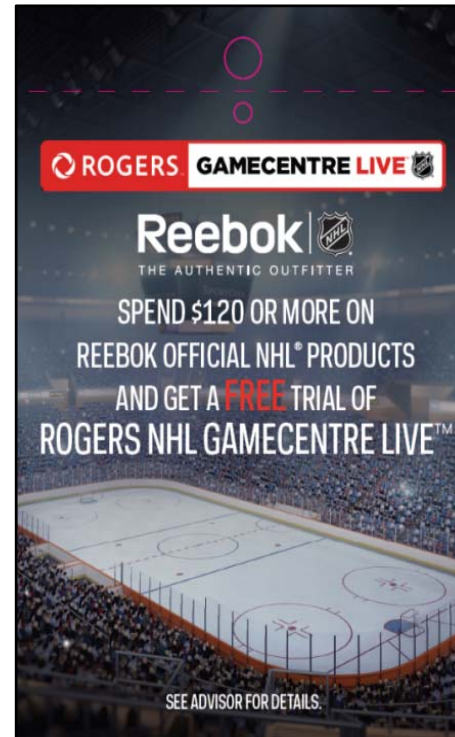
1. Cashier must scan all eligible items first - Reebok Official NHL® products only - to confirm the subtotal amount totals \$120, before tax. Cashier must verify the amount is correct by selecting **[F10] Total** to allow all package pricing to apply. If other items are being purchased that do not qualify, press [Esc] and continue with the transaction.
2. Once the subtotal amount is confirmed, the cashier must to scan the UPC at the back of the brochure to adjust store inventory.
3. Cashier must present the brochure to the customer and explain that registration is to be completed online only (rogers.com/NHL/Sportchek)

Attention Management: **BROCHURE QUANTITIES HAVE BEEN ADDED TO YOUR STORE INVENTORY** - TREAT THE BROCHURES AS LIVE PRODUCT. Each brochure has a unique passcode, so please ensure that each customer only receives one and that the excess stock of brochures is kept in a secure place until needed, i.e. under the cash drawer of the cash register. To make sure your inventory is adjusted throughout the promotion, make sure every cashier follow the procedure explained above. It is best to keep a small amount at the cash desk area and store the remaining brochures in the store safe.

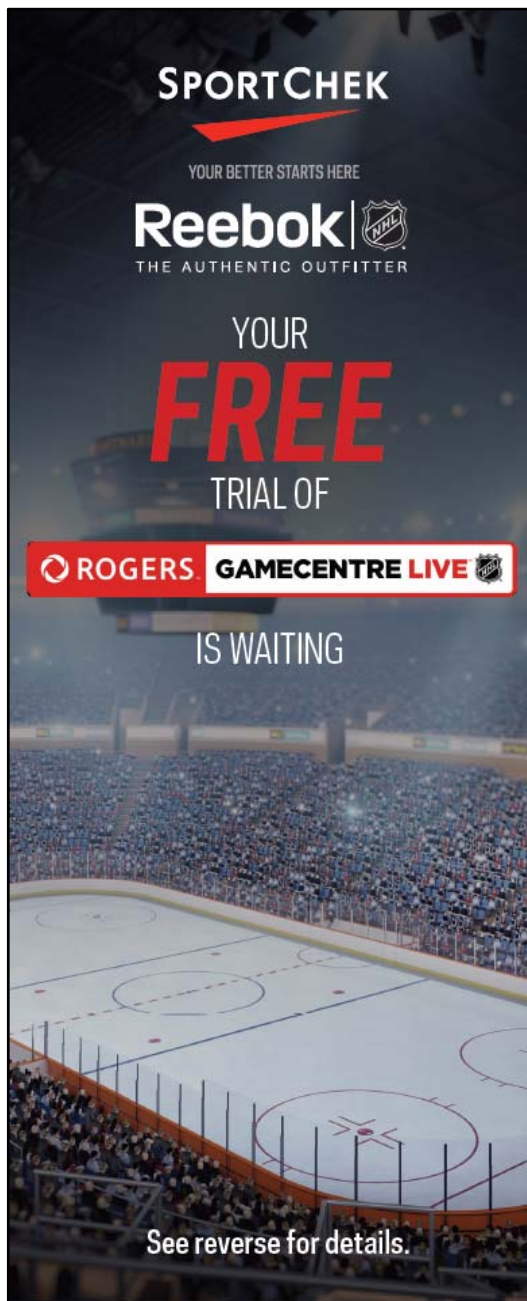
In-store POP & Hand out brochures:



1-Up



Hang Tag – Place on eligible merchandise



Brochure - To hand out to customer

YOU'VE GOT YOUR GEAR, NOW GET THE GAME.

How to redeem.

1. Visit rogers.com/NHL/Sportchek
2. Enter the following Unique Code below.
3. Enter your information.
4. Enjoy the first 2 months of the 2015-16 NHL® Regular Season.

*Offer valid in Canada only, September 22 – October 19, 2015 in Sport Chek locations and online at SportChek.ca. Qualifying purchase must be made in a single transaction for \$120 before taxes. Eligible products include all Reebok Official NHL® Fanwear. The promotional code to access Rogers NHL GameCentre LIVE™ free trial is provided at no cost and has no cash surrender value. While promotional code lasts. Promotion not valid on previous purchases. Other exceptions may apply. ®Registered Trademark of FGL Sports LTD. See rogers.com/NHL/Sportchek for complete details.

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Cashier must scan this UPC every time an eligible transaction is made in order to adjust in-store inventory.

Please disregard the note at the bottom of the UPC ([F2] \$ Off Items), as this brochure should be treated as a product, not as a coupon.

Additional Information

- Employees are eligible to the promotion as long as they spend \$120 after discount and before taxes on eligible products;

Questions/Comments/Concerns:

Please contact Sarah Major at sarah.major@fglsports.com or (403) 717-1400 ext. 6005

WEEK

WINDOW WALLS

MISCELLANEOUS POP

SC Wk 34 Footwear Sale Up to 50% Off, Game Time Hockey Event #7 & Under Armour Scene Points. Sept. 23 to Sept 28/15.



PRIORITY #1

Under Armour
Charged Cushioning
Start Date: Aug 24 /15
End Date: Sept 27/15

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



PRIORITY #2

adidas
Do Nothing Halfway
Start Date: Aug 24 /15
End Date: Sept 27/15

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



PRIORITY #3

Game Time POP
Start Date: July 22/15
End Date: Sept 28/15
New end date.

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

PRIORITY #1
(When adidas window is over)

I Wear It For Her
Start Date: Sept 28 /15
End Date: Oct 18/15

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

PRIORITY #2
(When adidas window is over)

FITBIT
Start Date: Sept 28 /15
End Date: Nov 1/15

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

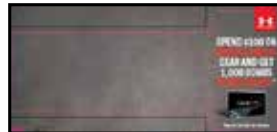
WEEK

MISCELLANEOUS POP

SC Wk 34 Footwear Sale Up to 50% Off, Game Time Hockey Event #7 & Under Armour Scene Points. Sept. 23 to Sept 28/15.



1up

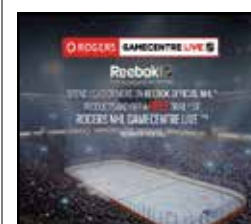


Shoe Bubbles

Spend \$100 On Under Armour Gear And Get 1,000 Bonus Scene Points.

Offer valid September 1st - 28th, 2015.

See Store communication and set up instructions in the Wk 31 News feed folder. A hard copy has also been sent in your Wk 30 mailbag.



1up



Hang Tag



Brochure

Sport Chek – Rogers GameCentre Live Promotion. Sept 22 to Oct 19, 2015.

Preprinted signs need to be placed in your licence apparel area and ONLY on Reebok product.

Brochure - To be given to any customer that spends \$120 or more Reebok Official NHL products. Full details in the cash instructions with in this Playbook.

WEEK

MISCELLANEOUS POP

SC Wk 34 Footwear Sale Up to 50% Off, Game Time Hockey Event #7 & Under Armour Scene Points.
Sept. 23 to Sept 28/15.



45X9



22X9

Ceiling banner

PRIORITY #3

Game Time POP Core Kit
Start date: July 22/15
End date: Sept 28/15
New end date.

Ceiling banners can be placed throughout the Hockey dept, in high traffic areas (e.g. main aisles). Distribute the 22X9 & 45X9 throughout the Hockey Dept where other vendor or promotional doesn't already exist. This POP should currently be up from Wk 25.



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.



Top



Middle



Base

PRIORITY #1

Place New Jumpstart POP in the top portion of the fixture upon arrival. 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.

WEEK

WHAT'S OVER

SC Wk 34 Footwear Sale Up to 50% Off, Game Time Hockey Event #7 & Under Armour Scene Points.
Sept. 23 to Sept 28/15.

Recycle



1up



Footwear Circle



Snipe

Store for future use



1up



Shoe Bubbles



Snipe

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 "Top Pick" POP when indicated in flyer or departments event plans.
- 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

1. adidas Men's Lightster Cush Running Shoe 64.99.
2. Merrell Men's Yakota Pulse Multi-Sport Shoe 69.99.

Softgoods

1. Helly Hansen Men's Hooded Halifax Crew Midlayer Jacket 89.99.
2. adidas Men's Ultimate Fleece Pant 32.99.

Hardgoods

1. Warrior Covert DT1 ST Senior Composite Stick 119.99.
2. Warrior Covert DT1 LT, Bauer Supreme Totalone NXG or CCM RBZ Stage2 Senior Composite Stick 139.99.

Women's

Footwear

1. Reebok Women's Realflex Advance 2.0 Training Shoe 69.99.
2. adidas Women's Lightster Cush 2 Running Shoe 64.99.

Softgoods

1. Columbia Women's Alpine Night Hooded Softshell Jacket 77.99.

SC Wk 34 Footwear Sale Up to 50% Off, Game Time Hockey Event #7 & Under Armour Scene Points. Sept 23rd to Sept 28th/15.

SC sign paper formats
Select appropriate
style/colour of paper
according to
Standards.



Generic 1Up.



Generic 4Up.



Generic 30Up.

NBG sign paper formats
Select appropriate
style/colour of paper
according to
Standards.



Generic 1Up.



Generic 4Up.



Generic 30Up.

HX sign paper formats
Select appropriate
style/colour of paper
according to
Standards.



Generic 1Up.




Generic 4Up.




Generic 30Up.






Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
FOOTWEAR								
	MEN'S							
	<p>Spend \$100 On Under Armour Gear And Get 1,000 Bonus Scene Points.</p> <p>Offer valid September 1st - 28th, 2015.</p>		 		<p>See Store communication and set up instructions in the Wk 31 News feed folder. A hard copy has also been sent to the stores.</p>			
1	Reebok Men's SC87 Realflex Advance 2.0 Training Shoe	69.99	331744480 331483968	Temp				
1	adidas 's Men's Lightster Cush 2 Running Shoe	64.99	331814489	Temp	Store front			
2	Saucony Men's Propel Vista Rundry Running Shoe	89.99	331857414	Temp				
2	adidas Men's Falcon Elite 4 Running Shoe	59.99	331814538	Temp				
2	New Balance Men's Vazee Rush Running Shoe	79.99	331825529	Temp				
2	Mizuno Men's Wave Hurricane Indoor Court Shoe	69.99	331850326	Temp				
2	adidas Men's X 15.4 Indoor Soccer Shoe	48.99	331859056	Temp				
2	adidas Men's D Howard 6 Basketball Shoe	69.99	331842269	Temp				
2	New Balance Men's 813 Training Shoe	69.99	331774076	Temp				
2	New Balance Men's 894 V2 Training Shoe	69.99	331641064 331641090	Temp				
2	adidas Men's Speed Trainer Training Shoe	69.99	331831364 331831376	Temp				
2	New Balance Men's 660 Walking Shoe	62.99	330761730 330529456	Temp				
2	New Balance Men's 646 Walking Shoe	69.99	331282740	Temp				

Pg#	Product	Ad Price	Style Number	Reg. Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
2	Men's Select Running & Training Footwear 25% Off Our Ticket Price. Excludes Nike. Choose from: Asics, adidas, New Balance, Saucony, Reebok & Under Armour. Select styles. Prices shown reflect discount. Excludes items already marked down and ending in 88¢. Style selection and availability will vary by location. Excludes Nike.	25% Off	Various	Temp		Use generic 1up provided		
2	Men's Select Spring 2015 & Older Nike Footwear 25% Off Our Ticket Price. Fall 2015 Nike excluded. Select styles. Prices shown reflect discount. Excludes items already marked down and ending in 88¢. Style selection and availability will vary by location.	25% Off	Various	Temp		Use generic 1up provided		
3	Merrell Men's Yakota Pulse Multi-Sport Shoe	69.99	331838620	Temp	Store front			
3	adidas Men's Metrum Evo Lifestyle Shoe	59.99	330861218 330933529	Temp				
3	Puma Men's Mexico or adidas Sneaker Lifestyle Shoe	59.99	331505614 331699910 331655993	Temp				
3	Skechers Men's Diameter Vassell or Garzzo Trend Shoe	62.99	331052194 331386628 331044142	Temp				
3	Timberland Men's Skhigh Trend Boot or EK Gorham Low WP Casual Shoe	89.99	330887977 331712893	Temp				
3	Men's Select Hiking & Casual Footwear. 30% Off Our Ticket Price. Excludes Timberland and Merrel. Prices shown reflect discount. Excludes items already marked down and ending in 88¢. Style selection and availability will vary by location.	30% Off	Various	Temp		Use generic 1up provided		
3	Men's Select adidas & DC Skate Shoes. 40% Off Our Ticket Price. Prices shown reflect discount. Excludes items already marked down and ending in 88¢. Style selection and availability will vary by location.	40% Off	Various	Temp		Use generic 1up provided		
3	Men's Select Prior Seasons' Winter Boots. 40% Off Our Ticket Price. Applied to items ending in 95¢. Prices shown reflect discount. Excludes items already marked down and ending in 88¢. Style selection and availability will vary by location.	40% 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 date
3	Men's Prior Seasons' Footwear Clearance. Min 50% Off Our Original Price. Applied To Items Ending In 88¢. Select Nike Excluded. Selection May Vary By Location. PLUS Take 25% Off Our Ticket Price. Applies To Items Ending In 88¢. Discount taken at till. Select Nike Excluded. Cannot be combined with any other offer. Offer valid until October 5, 2015.	50% Off	Various	Temp		Use generic 1up provided		
	WOMEN'S							
	Spend \$100 On Under Armour Gear And Get 1,000 Bonus Scene Points. Offer valid September 1st - 28th, 2015.			See Store communication and set up instructions in the Wk 31 News feed folder. A hard copy has also been sent to the stores.				
1	Reebok Women's Realflex Advance 2.0 Training Shoe	69.99	331483999 331483999	Temp	Store front			
1	adidas 's Women's Lightster Cush 2 Running Shoe	64.99	331814605	Temp	Store front			
2	Saucony Women's Propel Vista Rundry Running Shoe	89.99	331857439	Temp				
2	adidas Women's Falcon Elite 4 Running Shoe	59.99	331814594	Temp				
2	New Balance Women's Vazee Rush Running Shoe	79.99	331825556	Temp				
2	Mizuno Women's Wave Hurricane Indoor Court Shoe	69.99	331850713	Temp				
2	New Balance Women's 813 Training Shoe	69.99	331826161	Temp				
2	Asics Women's Gel Zaraca Training Shoe	69.99	331852065 331811063	Temp				
2	Skechers Women's Go Walk 2 Flash Goga Mat Walking Shoe	54.99	331644067 331644184	Temp				
2	New Balance Women's 660 Walking Shoe	62.99	330936628 330519614	Temp				
2	New Balance Women's 646 Walking Shoe	69.99	331282711	Temp				

Pg#	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
2	Women's Select Running & Training Footwear. 25% Off Our Ticket Price. Chose from: Asics, adidas, New Balance, Saucony, Reebok & Under Armor. Select styles. Prices shown reflect discount. Excludes items already marked down and ending in 88¢. Style selection and availability will vary by location. Excludes Nike.	25% Off	Various	Temp		Use generic 1up provided		
2	Women's Select Spring 2015 & Older Nike Footwear 25% Off Our Ticket Price. Fall 2015 Nike excluded. Select styles. Prices shown reflect discount. Excludes items already marked down and ending in 88¢. Style selection and availability will vary by location.	25% Off	Various	Temp		Use generic 1up provided		
3	Salomon Loma GTX Multi-Sport Shoe	74.99	331710692 331499491	Temp				
3	Skechers Women's Go Walk 2 Trend Shoe	59.99	Various	Temp				
3	Women's Select Hiking & Casual Footwear 30% Off Our Ticket Price. Excludes Timberland and Merrell. Prices shown reflect discount. Excludes items already marked down and ending in 88¢. Style selection and availability will vary by location.	30% Off	Various	Temp		Use generic 1up provided		
3	Women's Select Prior Seasons' Winter Boots 40% Off Our Ticket Price. Applied to items ending in 95¢. Prices shown reflect discount. Excludes items already marked down and ending in 88¢. Style selection and availability will vary by location.	40% 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 date
3	Women's Prior Seasons Footwear Clearance Min. 50% Off Our Original Price. Applied To Items Ending In 88¢. Select Nike Excluded. Selection May Vary By Location. __PLUS__ Take 25% Off Our Ticket Price. Applies To Items Ending In 88¢. Discount taken at till. Select Nike Excluded. Cannot be combined with any other offer. Offer valid until October 5, 2015.	50% Off	Various	Temp		Use generic 1up provided		
	KIDS'							
	Spend \$100 On Under Armour Gear And Get 1,000 Bonus Scene Points. Offer valid September 1st - 28th, 2015.			See Store communication and set up instructions in the Wk 31 News feed folder. A hard copy has also been sent to the stores.				
2	adidas Boy's X 15.4 Indoor Soccer Shoe	34.99	331859372	Temp				
2	Kids's Select Spring 2015 & Older Nike Footwear 25% Off Our Ticket Price. Fall 2015 Nike excluded. Select styles. Prices shown reflect discount. Excludes items already marked down and ending in 88¢. Style selection and availability will vary by location.	25% Off	Various	Temp		Use generic 1up provided		
3	Kids' Select Footwear 25% Off Our Ticket Price. Choose From: Reebok, Asics, adidas, Skechers & More. Excludes Nike & Bogs. Prices shown reflect discount. Excludes items already marked down and ending in 88¢. Style selection and availability will vary by location.	25% Off	Various	Temp		Use generic 1up provided		
3	Kids' Prior Seasons' Footwear Clearance Min. 50% Off Our Original Price. Applied To Items Ending In 88¢. Select Nike Excluded. Selection May Vary By Location. PLUS Take 25% Off Our Ticket Price. Applies To Items Ending In 88¢. Discount taken at till. Select Nike Excluded. Cannot be combined with any other offer. Offer valid until October 5, 2015.	50% 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 date
UNADVERTISED OR CROSSOVER DEALS								
	Men's & Women's Sandals Take 30% Off Our Ticket Price. Choose From: adidas, Reef, Quiksilver & ROXY Style & Brand selection may vary by location. Excludes Nike & items already marked down.	Take 30% Off	Various	Temp		 Use 1up provided Sign should currently be up in store from Wk 27		
WHAT'S OVER								
	Footwear Spend & Get Event Start Date: Aug 26/15 End Date: Sept 21/15 See Footwear Pop Survival Guide Week 32 for set up and direction.			1up	  	Footwear Circle Snipe		
	Men's & Women's Footwear 20% Off Our Ticket Price. Choose From: Asics, adidas, New Balance, Reebok, Saucony, Puma, DC, Merrell, Salomon, Skechers, Timberland. Prices shown reflect discount. Excludes Nike, Top Pick Deals, items already marked down and items ending in 88¢. Product selection may vary by location.	20% Off	Various	Temp		 Old & New FW Bubbles		

Store this POP in a safe place for future use.

SC Wk 34 Footwear Sale Up to 50% Off, Game Time Hockey Event #7 & Under Armour Scene Points. Sept 23rd to Sept 28th/15.

SC sign paper formats
Select appropriate
style/colour of paper
according to
Standards.



Generic 1Up.



Generic 4Up.



Generic 30Up.

NBG sign paper formats
Select appropriate
style/colour of paper
according to
Standards.



Generic 1Up.



Generic 4Up.



Generic 30Up.

HX sign paper formats
Select appropriate
style/colour of paper
according to
Standards.



Generic 1Up.



Generic 4Up.



Generic 30Up.

Game Time POP
Core Kit

Start date: July 22/15
End date: Sept 28/15





Ceiling banner








45X9




22X9




Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
H A R D G O O D S								
	MEN'S							
1	Easton Mako or CCM CL 500 Senior Hockey Gloves	99.99	331324263 331324226 331324327	Temp				
1	Warrior Covert DT1 LT Senior Composite Stick Bauer Supreme Totalone NXG Senior Composite Stick CCM RBZ Stage2 Senior Composite Stick	139.99	Various	Temp	Store front	 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
6	Bauer Vapor X70 Senior Composite Stick	39.99	331410716 331410758 331410983 331769375	Temp				
6	CCM RBZ 110 Senior Composite Stick	44.99	331805412 331805416	Temp				
6	Bauer Supreme ONE.5 or Sher-Wood Nexon N8 Senior Composite Stick	49.99	Various	Temp		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		





Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
6	CCM Tacks 3052, Bauer Vapor X80 or Easton V5E Senior Composite Stick	59.99	Various	Temp		<p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
6	Sher-Wood T90 Senior Composite Stick <i>Applies to 1St Generation Only.</i>	69.99	Various	Temp				
6	Bauer Vapor X90 Senior Composite Stick	99.99	331410796 331410763 331410791	Temp		<p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
6	Warrior Covert DT1 ST Senior Composite Stick	119.99	331418940 331418949 331418953 331804627	Temp	Store front	<p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
6	Easton V9E Senior Composite Stick	139.99	Various	Temp		<p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
6	Composite Stick Clearance Min. 40% Off Our Original Price. Applied to items ending in 88¢. Selection may vary by location. *Not all clearance priced items or price points available at all locations. _PLUS_ Take 25% Off Our Ticket Price. Applies to items ending in 88¢. Offer valid until September 28, 2015.	Min. 40% Off _PLUS_ Take an additional 25% Off	Various	Temp until Sept 28th		Use generic 1 up & 4 up provided		

Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
7	BAUER SET YOUR SIGHTS NEXUS STICK FEATURE							
7	CCM RBZ SPEEDBURNER STICK FEATURE							
7	CCM Ribcor 26K Senior Composite Stick	49.99	331601683 331852811 331601697	Reg		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
7	Easton Stealth C3.0 Senior Composite Stick	59.99	331804651 331804654 331804809 331804814 331804645 331804659	Reg		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
7	Bauer Vapor X600 Senior Composite Stick	59.99	331710516 331710537 331710498	Reg		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
7	Bauer Vapor X700 or Supreme 170 Senior Composite Stick	99.99	Various	Reg		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
7	Easton Stealth C7.0 Senior Composite Stick	99.99	331710516 331710537 331710498	Reg		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		


Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
7	CCM Tacks 4052 Senior Composite Stick	99.99	331802002 331802021 331801828 331802008 331802015	Reg		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
8	CCM FIT TO FLY JETSPEED SKATE FEATURE							
8	CCM RBZ 70 Senior Hockey Skates	99.99	331323097	Temp				
8	Bauer Vapor X50 Senior Hockey Skates	99.99	331321871	Temp				
8	Bauer Vapor X60 or Reebok Ribcor SC87-26 Pump Senior Hockey Skates	129.99	331321920 331564534	Perm				
8	Bauer Supreme 160 Senior Hockey Skates	159.99	331528424 331654138	Temp				
8	CCM Tacks 3052 or Ribcor 44K Pump Senior Hockey Skates	179.99	331564249 331766642	Temp				
8	Bauer Vapor X70 Senior Hockey Skates	199.99	331321952	Temp				
8	Bauer Supreme 170 Senior Hockey Skates	249.99	331528451	Temp				
8	CCM Tacks 4052 or Ribcor 46K Pump Senior Hockey Skates	279.99	331564186 331766818	Temp				
8	CCM RBZ or Bauer Vapor X100 Senior Hockey Skates	359.99	331323189 331314009 331314023 331417674	Perm				
9	CCM PERFORM UNDER PRESSURE ULTRA TACKS PROTECTIVE FEATURE							
9	BAUER SUPREME TOTALONE MX3 PROTECTIVE FEATURE							
9	Bauer Supreme ONE.4 Senior Elbow Pads	24.99	331326806	Perm				
9	Reebok 16K or Bauer Supreme ONE.6 Senior Elbow Pads	34.99	331326926 331326810	Temp				
9	Bauer Supreme ONE.4 or Reebok 16K Senior Shinguards	34.99	331326866 331326926	Perm				
9	Bauer Supreme ONE.6 Senior Shinguards	49.99	331326872	Perm				
9	Reebok 14K or Bauer Vapor X 3.0 Senior Hockey Pants	39.99	331776883 331156846	Temp				
9	Reebok 16K or Bauer Vapor X 5.0 Senior Hockey Pants	59.99	331325798 331156820	Perm				



Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
9	Reebok 4K Hockey Helmet	44.99	331305059	Temp				
9	CCM Vector V10 Hockey Helmet	79.99	330363307 330409328	Temp				
9	Reebok 14K Senior Shoulder Pads	34.99	331326748	Perm				
9	Reebok 16K or Bauer Supreme ONE.4 Senior Shoulder Pads	49.99	331326753 331326696	Perm				
9	Bauer Supreme ONE.6 Senior Shoulder Pads	59.99	331326706	Perm				
9	CCM C200 Senior Hockey Gloves	39.99	331778099	Temp				
9	Bauer Supreme ONE.4 or Easton Mako M3 Senior Hockey Gloves	49.99	331326696 331324226	Temp				
9	Bauer Supreme ONE.6 Senior Hockey Gloves	69.99	331324078	Temp				
9	Reebok R27 38" or Hockey Canada 39" Wheel Bag	59.99	331808679 331888188	Temp				
9	Grit HTSE Medium Hockey Tower Bag	119.99	331568911 331568929 331568937 331568941 331568927 331568933 331568935 331568931 331568943 331568939	Temp				
9	Grit HTSE Large Hockey Tower Bag	129.99	331568945 331568957 331568947 331568961 331568963 331568959 331470262 331568951 331568953 331568955 331568949	Temp				
10	CCM FITLITE HELMET FEATURE							
10	BAUER RE-AKT HELMET FEATURE							


Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
	JUNIOR							
1	Bauer Supreme Totalone NXG Intermediate Composite Stick	129.99	331231396 331231407 331231391 331231402	Temp				
1	CCM RBZ Stage2 Junior Composite Stick	89.99	331392434 331392431	Temp				
6	Bauer Vapor X70 Junior Composite Stick	34.99	331410983 331769375	Temp				
6	Bauer Supreme ONE.5 Intermediate Composite Stick	44.99	331689349 331689373 331689354	Temp				
6	Bauer Supreme ONE.5 Junior Composite Stick	39.99	331689386 331689396	Temp				
6	Bauer Vapor X80 or Easton V5E Intermediate Composite Stick	59.99	331742036 331411046 331411355 331414744 331414750	Temp		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
6	Bauer Vapor X80 or Easton V5E Junior Composite Stick	49.99	331411021 331769971 331859664 331414900 331804683	Temp		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
7	Easton Stealth C3.0 Intermediate Composite Stick	59.99	331804809 331804814	Reg		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
7	Easton Stealth C3.0 Junior Composite Stick	54.99	331804645 331804659	Reg				

Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
7	Bauer Vapor X600 Intermediate Composite Stick	59.99	331711967	Reg		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
7	Bauer Vapor X600 Junior Composite Stick	54.99	331711812 331711827	Reg				
7	Bauer Vapor X700 or Supreme 170 Intermediate Composite Stick	99.99	331712070 331617015	Reg		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
7	Bauer Vapor X700 or Supreme 170 Junior Composite Stick	89.99	331711855 331616987	Reg				
7	Easton Stealth C7.0 Intermediate Composite Stick	99.99	331804822	Reg		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
7	Easton Stealth C7.0 Junior Composite Stick	89.99	331804745	Reg				
7	CCM Tacks 4052 Intermediate Composite Stick	99.99	331790482	Reg		 <p>Hockey Stick Promo POP 22X9 Toppers are to be used on Hockey Stick 2-Ways where applicable.</p>		
7	CCM Tacks 4052 Junior Composite Stick	89.99	331790465	Reg				
8	CCM FIT TO FLY JETSPEED SKATE FEATURE							
8	CCM RBZ 70 Junior Hockey Skates	79.99	331328226	Temp				

Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
8	Bauer Vapor X50 Junior Hockey Skate	79.99	331321146	Temp				
8	Bauer Vapor X60 or Reebok Ribcor SC87-26 Pump Junior Hockey Skates	99.99	331321162 331586472	Perm				
8	Bauer Vapor X60 Youth Hockey Skates	69.99	331320818	Perm				
8	Bauer Supreme 160 Junior Hockey Skates	129.99	331529068 331654438	Temp				
8	Bauer Supreme 160 Youth Hockey Skates	79.99	331529196	Temp				
8	CCM Tacks 3052 or Ribcor 44K Pump Junior Hockey Skates	119.99	331562842 331764894	Temp				
8	Bauer Vapor X70 Junior Hockey Skates	129.99	331321223	Temp				
8	Bauer Supreme 170 Junior Hockey Skates	169.99	331529047	Temp				
8	CCM Tacks 4052 or Ribcor 46K Pump Junior Hockey Skates	179.99	331562879 331764860	Temp				
8	CCM RBZ Junior Hockey Skates	229.99	331341309	Perm				
8	Bauer Vapor X100 Junior Hockey Skates	279.99	331314037 331314048 331417867	Perm				
9	Bauer Supreme ONE.4 Junior Elbow Pads	19.99	331427090	Perm				
9	Reebok 16K or Bauer Supreme ONE.6 Junior Elbow Pads	24.99	331429092 331326129	Temp				
9	Bauer Supreme ONE.4 or Reebok 16K Junior Shinguards	29.99	331326392 331429225	Perm				
9	Bauer Supreme ONE.6 Junior Shinguards	39.99	331326388	Perm				
9	Reebok 14K or Bauer Vapor X 3.0 Junior Hockey Pants	29.99	331429148 331155435	Temp				
9	Bauer Vapor X 5.0 Junior Hockey Pants	49.99	331155363	Perm				
9	Reebok 16K Junior Shoulder Pads	39.99	331429058	Perm				
9	Bauer Supreme ONE.4 Junior Shoulder Pads	34.99	331326074	Perm				
9	Bauer Supreme ONE.6 Junior Shoulder Pads	44.99	331326079	Perm				
9	CCM C200 Junior Hockey Gloves	29.99	331428120	Temp				
9	Bauer Supreme ONE.4 Junior Hockey Gloves	44.99	331326279	Temp				
9	Bauer Supreme ONE.6 Junior Hockey Gloves	59.99	331326269	Temp				

Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
10	Mix & Match Junior Protective Protective Includes: Helmets , Helmet Combos, Cages, Shoulder Pads, Elbow Pads, Gloves, Pants & Shinguards. Buy Any 3 or 4 Protective Items & Take An Additional 20% Off Each. ___ Or ___ Buy Any 5 or More Protective Items & Take An Additional 25% Off Each.		Various	Temp		 45x9 Topper - Junior Hockey Protective % Off Mix & Match. • Place in 45x9 frames atop HG floor bins where Junior Hockey Protective is merchandised.		
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								
	Prior Seasons' Summer Golf Blowout Clearance Priced Min.40% Off Our Original Price. Applied to items ending in 88¢. Selection may vary by location.	Min. 40% Off	Various	Temp		Generic 1up was provided and currently up in store		
	Prior Seasons' Golf Footwear Clearance Priced Min. 50% Off Our Original Price. Applied to golf footwear ending in 88¢. Selection may vary by location. Prices shown reflect discount.	Min. 50% Off	Various	Perm		Generic 1up was provided and currently up in store		
	All Bikes Clearance Priced 20% to 50% Our Original Price. Prices shown reflect discount. Selection may vary by location.	20-50% Off	Various	Temp		Generic 1up & 4up should currently be up.		
	Select GT & Jamis Bikes Clearance Priced Min. 30% Off Our Original Price. Prices shown reflect discount. Selection & availability may vary by location.	Min. 30% Off	Various	Perm		Generic 1up & 4up should currently be up.		
	All Inline Skates Clearance Priced Min. 30% Off Our Original Price. Selection may vary by location.	Min. 30% Off	Various	Temp until end of season		Generic 1up & 4up should currently be up.		
	Select Baseball/Softball Bats & Gloves Clearance Priced Min. 25% Off. Our Original Price. Excluding Batting Gloves. Selection may vary by location.	Min.25% Off	Various	Temp until end of season		Generic 1up should currently be up.		

Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
	Junior Skate Exchange Program Get 50% Off Bring back your junior skates in good condition within 12months of purchasing, accompanied with the original receipt and receive 50% credit of original purchase towards your next junior hockey purchase at Sport Chek.	Get 50% Off	N/A	Temp		Use preprinted POP  45x9 Topper - Junior Skate Exchange Program. • Place the 45" x 9" Topper above Junior Skate Wall.		
	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.	BOGO 50% Off	Various	Temp		 Use preprinted POP		
	Racquets Clearance Priced 40% to 60% Off. Our Original Price. Applied to items ending in 88¢. Selection may vary by location. Prices Shown reflect discount.	40%- 60% Off	Various	Temp	88¢ product can be pull on to a 2-way or sectioned on the Racquet wall and sticker tagged, use inconjunction with generics provided.	Generic 1up was provided and currently up in store product should also be sticker tagged		
	Massive Prior Seasons' Hockey Skate Clearance 40% Off To 60% Off Our Original Price. Applied to items ending in 88¢. On select prior seasons' models. Not all clearance price points available at all locations. Selection may vary by location. Prices shown reflect discount.	40% to 60% Off	Various	Temp		Generic 1up was provided and currently up in store product should also be sticker tagged		
	Goalie Protective Mix & Match Buy Any 2 Goalie Items and Take An Additional 10% Off Each __Or__ Buy Any 3 Or More Goalie Items And Take An Additional 15% Off Each.		Various	Temp		Generic 1up should currently be up in store.		
	Prior Seasons' Bike Helmets Clearance Min. 40% Off Our Original Price. Applied to items ending in 88¢ on select prior seasons' models. Prices shown reflect discount. Selection may vary by location.	Min. 40% Off	Various	Perm		Generic 1up & 4up was provided Product should also be sticker tagged		
	Select Prior Seasons' Cycling Apparel Clearance Priced 30% to 50% Off Our Original Price. Prices shown reflect discount. Selection may vary by location.	30% -50% Off	Various	Perm		Generic 1up & 4up was provided Product should also be sticker tagged		

Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
	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>		
W H A T ' S O V E R								
	Reebok Ribcor SC87-24, CCM RBZ 110 or Easton V3 Senior Composite Stick	2 for 89.99	331817457 331805412 331805416 331804636 331804646	Temp	Store front			
N B G								
	See NBG Event Plan for Details							

Wk 34 Footwear Sale Up to 50% Off, Game Time Hockey Event #7 & Under Armour Scene Points. Sept 23rd to Sept 28th/15.

NBG sign paper formats
Select appropriate
style/colour of paper
according to
Standards.



Generic 1Up.



Generic 4Up.



Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Take down by date
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W K 3 4 N B G

10	Prior Seasons' Golf Footwear Clearance Priced Min. 50% Off Original Price. Applied to Golf footwear ending in 88¢. Selection may vary by location. Not all clearance priced items or price points available at all locations.	Min. 50% Off	Various	Temp		Use generic 1up provided		
10	Prior Seasons' Sumer Golf Equipment Blowout Min. 40% Off Original Price. Applied to items ending in 88¢. Selection may vary by location. Not all clearance priced items or price points available at all locations.	Min. 40% 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

	Prior Seasons' Summer Golf Blowout Clearance Priced Min.40% Off Our Original Price. Applied to items ending in 88¢. Selection may vary by location.	Min. 40% Off	Various	Temp		Generic 1up should currently be up in store		
	Men's or Women's TaylorMade Jetspeed or Callaway X Hot N-14 Driver	159.99	331538810 331659794 331539455 331661413	Perm		Generic 1up should currently be up in store		
	Men's or Women's Jetspeed or Men's Callaway X Hot N-14 Fairway Wood	139.99	331539295 331659801 331539482	Perm		Generic 1up should currently be up in store		
	Select Prior Seasons' Golf Apparel Clearance Priced 30%-50 % Off Our Original Price. Priced shown reflect discount. Selection may vary by location	30%-50% Off	Various	Perm		Signs should currently be up in store This select product should also be sticker tagged		

W H A T ' S O V E R

N/A								
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N B G O N G O I N G P R O M O T I O N S

Event Sponsored	Promo / Product	Placement	Preprinted Vendor POP Provided	Active Promo/ Signage	Event Over	Put Up By	Taken Down By
N/A							

SC Wk 34 Footwear Sale Up to 50% Off, Game Time Hockey Event #7 & Under Armour Scene Points. Sept 23rd to Sept 28th/15.

SC sign paper formats
Select appropriate
style/colour of paper
according to
Standards.



Generic 1Up.



Generic 4Up.



Generic 30Up.

NBG sign paper formats
Select appropriate
style/colour of paper
according to
Standards.



Generic 1Up.



Generic 4Up.



Generic 30Up.

HX sign paper formats
Select appropriate
style/colour of paper
according to
Standards.







Generic 1Up.







Generic 4Up.













Generic 30Up.

Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Taken Down By
S O F T G O O D S								
MEN'S								
	  <p>Sport Chek – Rogers GameCentre Live Promotion. Sept 22 to Oct 19, 2015.</p> <p>Preprinted signs need to be placed in your licence apparel area and ONLY on Reebok product.</p>							
	<p>Spend \$100 On Under Armour Gear And Get 1,000 Bonus Scene Points.</p> <p>Offer valid September 1st - 28th, 2015.</p>  <p>1UP</p>  <p>Hang Tag</p> <p>See Store communication and set up instructions in the Wk 31 News feed folder. A hard copy has also been sent to the stores.</p>							
1	adidas Men's Ultimate Fleece Pant	32.99	331830640	Temp	Store front			
1	Helly Hansen Men's Hooded Halifax Crew Midlayer Jacket	89.99	331599143	Temp	Store front			
4	Columbia Men's Mount Tabor Jacket	89.99	331206378	Temp				
4	Firefly Men's Isaiah Jacket	89.99	331540228	Temp				
4	Helly Hansen Men's Demoto Insulated Rain Jacket	99.99	331823291	Temp				
4	The North Face Men's Apex Elevation Insulated Softshell Jacket	174.99	331077130	Temp				
4	Columbia Men's Alpine Night Softshell Jacket	77.99	331370688	Temp				
4	The North Face Men's Resolve Insulated Jacket	97.99	330909317	Temp				
5	Men's Select adidas Apparel 30% Off Our Reg. Price					No generic will be provided. This is a statement piece for the ad. Product will need to be priced out individually.		
5	adidas Men's Ultimate Short Sleeve Tee	19.59	331694107 331694154	Temp		Product priced with PDT		

Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Taken Down By
5	adidas Men's Force Short	24.49	331697653 331697674	Temp		Product priced with PDT		
5	Men's Apparel 25% Off Our Ticket Price. Choose from: Burton, Oakley, Firefly & O'Neill. Including items already marked down. Excluding outerwear, golf apparel, socks, headwear and items ending in 88¢. Cannot be combined with any other offer. Availability and selection may vary by location.	25% Off	Various	Temp		Use generic 1up provided		
5	Quiksilver Men's Lumber Flannel Long Sleeve Shirt	29.99	331855218	Temp				
5	DC Men's Voucher Fleece Pant	29.99	331854872	Temp				
	WOMEN'S							
	<div><div>Spend \$100 On Under Armour Gear And Get 1,000 Bonus Scene Points. Offer valid September 1st - 28th, 2015.</div><div>1UP<div>Hang Tag</div></div><div>See Store communication and set up instructions in the Wk 31 News feed folder. A hard copy has also been sent to the stores.</div></div>							
1	adidas Women's Run Go To Supernova Bra	29.99	331819642	Temp				
1	Columbia Women's Alpine Night Hooded Softshell Jacket	77.99	331377820	Temp	Store front			
4	Firefly Women's Classic Adeline Insulated Jacket	89.99	331794621	Temp				
4	The North Face Women's Bombay Insulated Jacket	89.99	331643383	Temp				
4	Columbia Women's Omni-Heat Kaleidaslope II Insulated Jacket	109.99	331039362	Temp				
4	The North Face Women's Resolve Insulated Jacket	97.99	330888845	Temp				
4	The North Face Women's Magnolia Hooded Softshell Jacket	109.99	331228427	Temp				
4	Under Armour Women's Coldgear Infrared Dobson Magzip Hooded Softshell Jacket	144.99	331787039	Reg				
5	Women's Select adidas Apparel 30% Off Our Reg. Price					No generic will be provided. This is a statement piece for the ad. Product will need to be priced out individually.		
5	adidas Women's 24Seven Tank	22.39	331849058	Temp		Product priced with PDT		

Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Taken Down By
5	adidas Women's Ultimate 3S Knit Short	20.99	331721867 331849014	Temp		Product priced with PDT		
5	Women's Apparel 25% Off Our Ticket Price. Choose from: Burton, Oakley, Firefly & O'Neill. Including items already marked down. Excluding Outerwear, golf apparel, socks, headwear and items ending in 88¢. Cannot be combined with any other offer. Availability and selection may vary by location.	25% Off	Various	Temp		Use generic 1up provided		
5	Roxy Women's Warm Hearted Hooded Poncho	37.79		Temp		Product priced with PDT		
	I WEAR IT FOR HER FEATURE							
	KIDS'							
	<div><div><div>Spend \$100 On Under Armour Gear And Get 1,000 Bonus Scene Points.</div><div>Offer valid September 1st - 28th, 2015.</div></div><div>1UPHang Tag<div>See Store communication and set up instructions in the Wk 31 News feed folder. A hard copy has also been sent to the stores.</div></div></div>							
4	Columbia Infant Snowtop II Bunting	24.99	331370727	Temp				
4	Columbia Infant Tiny Bear Bunting	24.99	331620304	Temp				
4	Columbia Boys' Alpine Action Insulated Jacket	99.99	331370196	Temp				
4	Firefly Boys' Crooze Solid or Printed Insulated Jacket	99.99	331775217 331775190	Temp				
4	Firefly Boys' Drake Insulated Jacket	89.99	331775040	Temp				
4	Firefly Girls' Olive Toil Insulated Jacket	99.99	331770699	Temp				
4	Columbia Girls' Mini Lay'd Down Jacket	104.99	331370495	Temp				
4	Roxy Girls' Jetty Insulated Jacket	119.99	331859578	Reg				
5	Kid's Apparel 25% Off Our Ticket Price. Choose from: Burton, Oakley, Firefly & O'Neill. Including items already marked down. Excluding outerwear, golf apparel, socks and items ending in 88¢. Cannot be combined with any other offer. Availability and selection 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	Taken Down By
UNADVERTISED OR CROSSOVER DEALS								
	Men's, Women's & Kids' Select Prior Seasons' Insulated Winter Outerwear Clearance Priced 50% Off Our Original Price. Applied to items ending in 88¢. Prices shown reflect discount. Brand availability may vary by gender. Excluding Arc'teryx, Canada Goose, Nobis, Fleece & Softshell jackets. Selection will vary by location.	50% Off	Various	Perm		Use generic 1up provided. Product should be sticker tagged		
	Men's, Women's & Kids' Select Swimwear & Boardshorts Clearance Priced Up To 50% Off Original Price. Excludes select Nike. Brand availability may vary by gender. Selection may vary by location.	Up to 50% Off	Various	Temp		Keep up 1up that was provided in Wk 25. Product should be sticker tagged.		
	Men's, Women's & Kids' Select Tops, Tees, Casual Shorts & Dresses Clearance* Up To 50% Off Our Original Price. Choose From: Burton, Columbia, DC, Firefly, Helly Hansen, The North Face, McKinley, Oakley & Ripzone. Brand availability may vary by gender. Selection may vary by location.	Up to 50% Off	Various	Temp		Keep up 1up that was provided in Wk 25. Product should be sticker tagged.		
	Select Prior Seasons' Golf Apparel Clearance Priced 30% - 50% Off Our Original Price. Prices shown reflect discount . Selection may vary by location.	30-50% Off	Various	Perm		Generic 1up & 4up was provided This select product should also be sticker tagged		
	Men's & Women's Select Outdoor Apparel Clearance 30% -50% Off Our Original Price. Excludes Headwear, Socks, Outerwear, Baselayer and items ending in 88¢. Cannot be combined with any other offer. Brand and gender availability may vary by location.	30% -50% Off	Various	Perm		Generic 1up should currently be up Product should also be sticker tagged		
WHAT'S OVER								
	Men's & Women's Fleece Hoodies Take 25% Off Our Ticket Price. Choose From: adidas, Burton, DC, Firefly, Oakley, O'Neill, Quiksilver, Reebok, ROXY & The North Face. Including items already marked down. Excluding Top Pick Deals, Licensed Fanwear, Outerwear and items ending in 88¢. Cannot be combined with any other offer. Availability and selection may vary by location. <i>Note: In-store preprinted signage will show slightly different wording than what is featured in our advertisements. These slight differences do not impact in-store execution of ad set-up.</i>	Take 25% Off	Various	Temp		Use Preprinted POP 		
	Zoo York Brushed Twill Jogger Pant & Firefly Tony Jogger Pant	29.99	331825955 331777056	Temp Ends Sept 21		Use PDT to create temp signage.		

Pg #	Product	Ad Price	Style Number	Reg, Temp Or Perm	Placement	Pop/Generic Signage	Put Up By	Taken Down By
	Jumpstart/ Firefly Place 22X9 & 45X9 with in the Kids' Department where Firefly Apparel is featured. Start date Aug 3/15 End Date Sept 21 /15					 22X9  45X9		
	Kids' Apparel Take 25% Off Our Ticket Price. Choose From: adidas, Diadora, Firefly & Reebok. Including Items Already Marked Down. Excluding Top Pick Deals, Outerwear, Licensed Fanwear And Items Ending In 88¢. Cannot be combined with any other offer. Availability and selection may vary by location. <i>Note: In-store preprinted signage will show slightly different wording than what is featured in our advertisements. These slight differences do not impact in-store execution of ad set-up.</i>	Take 25% Off	Various	Temp		Use Preprinted POP  1UP  4UP  22X9  44X9		
	Men's & Women's Short Sleeve Tees Take 25% Off Our Ticket Price. Choose From: Burton, DC, The North Face, Firefly, Oakley, O'Neill, Quiksilver, ROXY, FOX & Vans. Including items already marked down. Excluding Top Pick Deals, Golf apparel and items ending in 88¢. Cannot be combined with any other offer. Availability and selection may vary by location. <i>Note: In-store preprinted signage will show slightly different wording than what is featured in our advertisements. These slight differences do not impact in-store execution of ad set-up.</i>	Take 25% Off	Various	Temp		Use Pre Printed POP  1UP  Hang Tag		
	Duffels, Totes & Packs Take 25% Off Our Ticket Price. Choose From: adidas, Dakine, DC, Diadora, Quiksilver & ROXY. Including items already marked down. Excluding Top Pick Deals, Wheeled Luggage, Travel Accessories and items ending in 88¢. Cannot be combined with any other offer. Availability and selection may vary by location. <i>Note: In-store preprinted signage will show slightly different wording than what is featured in our advertisements. These slight differences do not impact in-store execution of ad set-up.</i>	Take 25% Off	Various	Temp		Use Preprinted POP  1UP  4up		
	Kids' Licensed Fanwear Apparel & Headwear Take 25% Off Our Ticket Price. Choose From: NHL, CFL, MLB & MLS. Including items already marked down. Excluding Jerseys, Top Pick Deals, New Era and items ending in 88¢. Cannot Be combined with any other offer. Availability and selection may vary by location.	Take 25% Off	Various	Temp				
	Men's, Women's & Kids' Headwear Take 25% Off Our Ticket Price Including items already marked down. Excluding Top Pick Deals, Winter Accessories, Under Armour, New Era, Ping and items ending in 88¢. Cannot be combined with any other offer. Availability and selection may vary.	Take 25% Off	Various	Temp				