

Club Kit

Sponsorship, ordering, paying, representing, and looking good



Aims of the session



Understand the ordering
and payment process

Know branding rules and regulations

UBSport Sponsorship

- 1st University Central Contract for Kukri (and the sports kit industry!)
- UBSport receive substantial sponsorship as one of many Universities that Kukri deal with



Sponsorship Nationwide

- Currently sponsor approx. 25 Uni's Nationwide
- Total Universities sponsorship is approx. £300k
- Official BUCS Sponsor
- Now the official kit supplier of London Wasps and Wycombe Wanderers



What we do

- Bespoke sportswear manufacturer...what is this??
- Clothing from stock
- Playing kit, Training kit, Social wear...the possibilities are endless!



Contacts

- Carly Brown - Shop and Teamwear Sales Manager at UOB
 - Alan Wilkes - Shop Sales
 - Josie Morris - Midlands Sales Manager
 - Will Hemming – Sales Director (Midlands & North)
- 
- A young man with brown hair and sunglasses on his head is crouching on a green golf course. He is wearing a white polo shirt with red sleeves and white trousers. The shirt has a logo that reads 'UOB UNIVERSITY OF BIRMINGHAM'. He is holding a golf club in his right hand.



Order process

1. Choose your kit

- Look at the kit options with Kukri and come up with items you'd like to offer to your club



Order process



2. Confirm Your Order

- Once you know numbers of items you wish to order, confirm with Kukri
- Kukri will produce a Job Sheet
- **CHECK CAREFULLY** and confirm
 - Once in production no changes can be made

Reading a job sheet - 1



For The Team

Order Details

Confirm Today for
Delivery Target
30/09/2011

Order Date: 30/06/2011
Order Type: Sponsorship
Our Ref: SP49242
Your Ref:

Sales Contact: Josie Morris (josie.morris@kukrisports.com)
Support Contact: Lucy Ambrose (lucy.ambrose@kukrisports.com)

Customer: The University of Birmingham
Contact: Chris Anthony








Item	Description	Quantity	Price	Total GBP	Item	Description	Quantity	Price	Total GBP
A	Adult Bottoms/Tracksuit Bottoms/Annapurna THIS INCLUDES EXTRA PER GARMENT: 1 x LOGO - Right Leg Thigh Print 1 x LOGO - Left Leg Upper Emb	41	18.00	738.00		1 x NUMBER - Hockey			
B	Adult Tops/Hooded Sweatshirt/Tamsin THIS INCLUDES EXTRA PER GARMENT: 1 x LOGO - Back Middle Print 1 x LOGO - Front Left Emb 1 x LOGO - Front Stomach Print	72	31.00	2,232.00	G	Adult Socks 7-11/09 UOB Socks Red/Amber/Blue/UOB Socks Red/Amber/Blue	68	3.83	260.44
C	Adult Tops/T-Shirt/Duke THIS INCLUDES EXTRA PER GARMENT: 1 x LOGO - Front Left Emb 1 x LOGO - Back Middle Print	15	14.00	210.00	H	Adult Tops/Pro Hockey Jersey/Greig THIS INCLUDES EXTRA PER GARMENT: 1 x LOGO - Front Left Emb 1 x LOGO - Back Lower Print 1 x LOGO - Front Right Emb 1 x LOGO - Front Stomach Print 1 x NUMBER - Hockey	68	22.00	1,496.00
D	Adult Tops/T-Shirt/Duke THIS INCLUDES EXTRA PER GARMENT: 1 x LOGO - Back Middle Print 1 x LOGO - Front Left Emb	15	14.00	210.00	I	Adult Tops/Pro Hockey Jersey/Greig THIS INCLUDES EXTRA PER GARMENT: 1 x LOGO - Back Lower Print 1 x LOGO - Front Left Emb 1 x LOGO - Front Right Emb 1 x LOGO - Front Stomach Print 1 x NUMBER - Hockey	68	22.00	1,496.00
E	Ladies/Ladies Hooded Sweatshirt/Tamsin THIS INCLUDES EXTRA PER GARMENT: 1 x LOGO - Front Left Emb 1 x LOGO - Back Middle Print 1 x LOGO - Front Stomach Print	75	31.00	2,325.00	J	Ladies/Ladies Hockey Jersey/Hammerhead THIS INCLUDES EXTRA PER GARMENT: 1 x LOGO - Back Lower Print 1 x LOGO - Front Left Emb 1 x LOGO - Front Right Emb 1 x LOGO - Front Stomach Print 1 x NUMBER - Hockey	65	22.00	1,430.00
F	Ladies/Ladies Hockey Jersey/Hammerhead THIS INCLUDES EXTRA PER GARMENT: 1 x LOGO - Front Left Emb 1 x LOGO - Back Lower Print 1 x LOGO - Front Right Emb 1 x LOGO - Front Stomach Print	65	22.00	1,430.00					

Invoice Address: University of Birmingham Sport
Munrow Sports Centre
University of Birmingham
Birmingham
B15 2TT

Sub Total: 11,827.44
Delivery Charge: 0.00
VAT: 2,365.49
Order Total: 14,192.93
Deposit Required: 0.00

Reading a job sheet - 2



		Order Ref: SP49242A Customer: Kukri GB Limited	Delivery Method: Support lucy.ambrose@kukrisports.com	Order Date: 30/06/2011 Order Type: Sponsorship			
Style Code: 3-GA-GTB-MI Product: Tracksuit Bottoms Fabric: 130g Microfibre Design: Annapurna	<table border="1"> <tr> <td style="text-align: center;">  EMB01172 (110mm) </td> <td style="text-align: center;">  PRT00556 (350mm) </td> </tr> </table>	 EMB01172 (110mm)	 PRT00556 (350mm)	4	Notes/Instructions:	Delivery Address: Kukri Shop Birmingham Munrow Sports Centre University of Birmingham Birmingham B15 2TT	Confirm Today for Delivery Target 30/09/2011
 EMB01172 (110mm)	 PRT00556 (350mm)						


Side pockets
with zips
侧袋拉练

Standard Leg Length



Mesh Lined
网里布



SIZES		COLOURS			ADDITIONS			
Label	Total	Label	Total	Kukri Ref	Description	Colour	LOGO: 1 x Right Leg Thigh P (PRT00556) BRAND: 1 x Right Leg (Medium (KK2)) Leg Opening: Open Pockets: Side With Zips	LOGO: 1 x Left Leg Upper Em Leg Length: Standard Length Lining: Mesh Zip: 24 Inch
S32	9			200	Kukri Navy Blue			
M34	23			100	Kukri White			
L36	9							

Order process



3. Get a Purchase Order Number

- Official I.O.U.
- Only raised once 50% of cost is accounted for
- 8-week delivery starts when P.O. raised

Order process



4. Pick up your Kit

- Kukri will email you when kit has arrived
- Kit release form from Chris once ALL kit has been paid for
- Check kit matches order upon collection
 - 72 hours to notify Kukri of discrepancies

Order Process: Summary



1. Choose your Kit

2. Confirm your Order

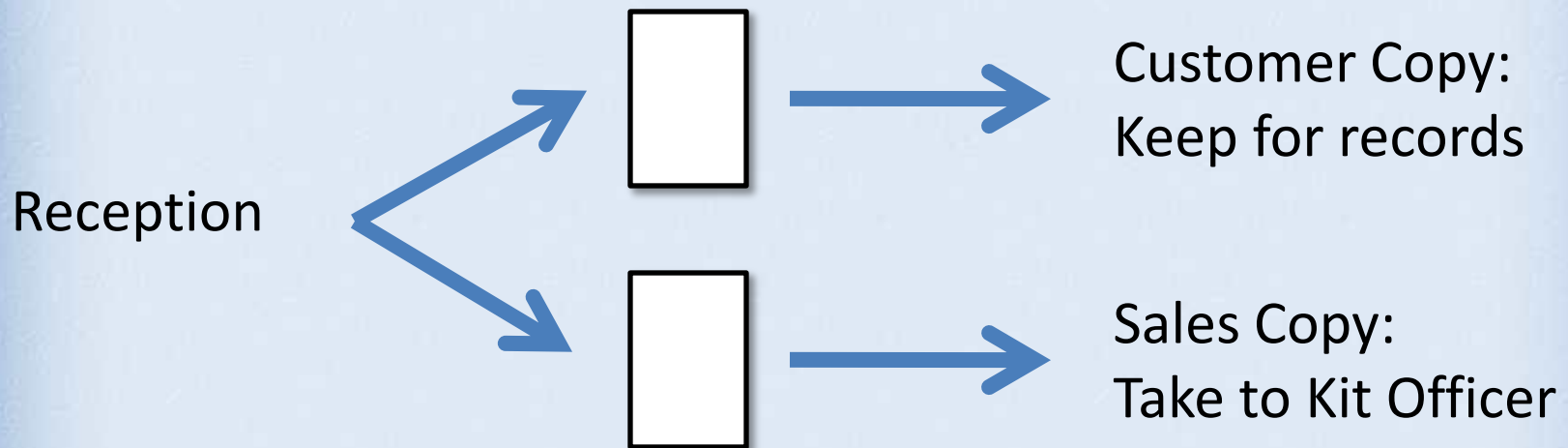
3. Get a Purchase Order Number

4. Pick up your Kit

Paying for kit



1. Pay at Munrow Reception **NOT** Kukri Shop



2. If collecting money yourselves provide receipt

REMEMBER: INCLUDE VAT

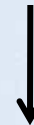
Ideal solution



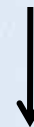
Order Form	
<input type="checkbox"/> Hoodie	£30
<input type="checkbox"/> T-shirt	£18
<input type="checkbox"/> Polo shirt	£20
<input type="checkbox"/> Bag	£25
Name _____	
Total _____	



Club members



Payment to
Munrow Reception



Receipt and order
form to Kit Rep



Kit Rep places order
only for paid items

Sponsorship



- Amounts emailed out ASAP
- Based on membership numbers and performance level
- Must be spent with Kukri
- Must be used by end of term 1
 - Orders placed by December 7th 2012

How does it work?



Cost: £400

Sponsorship: £400



How does it work?



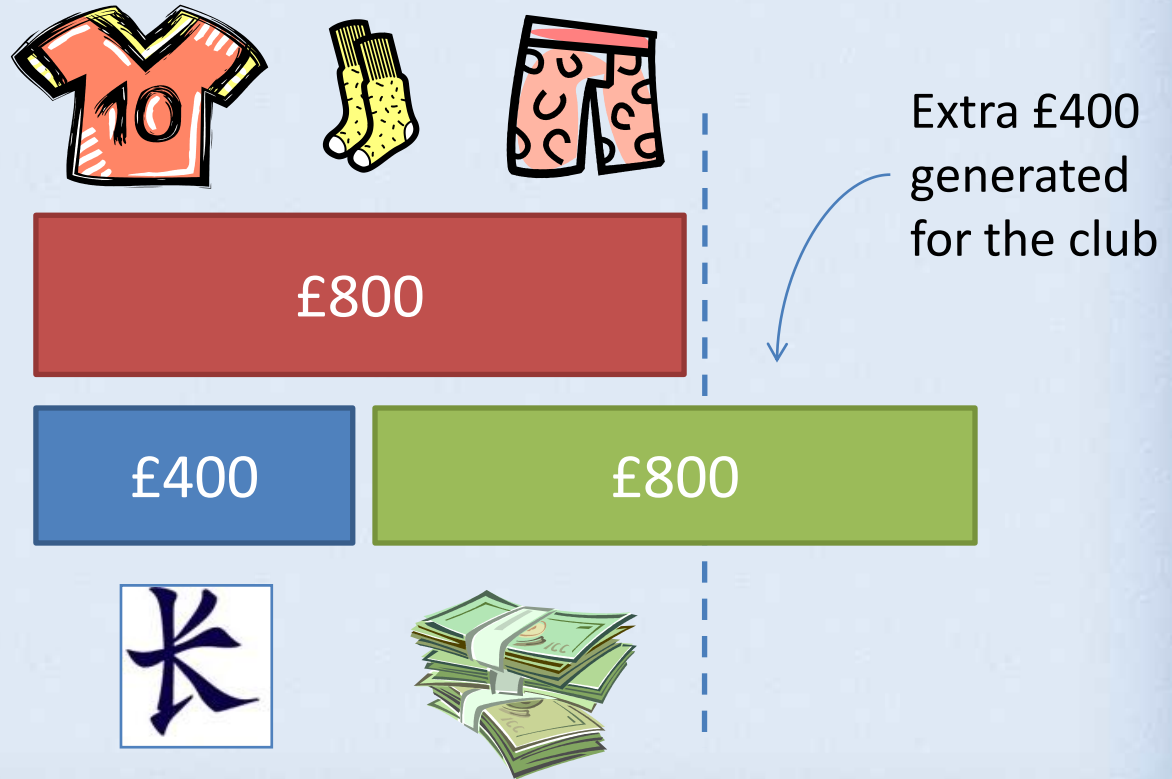
£800

£400

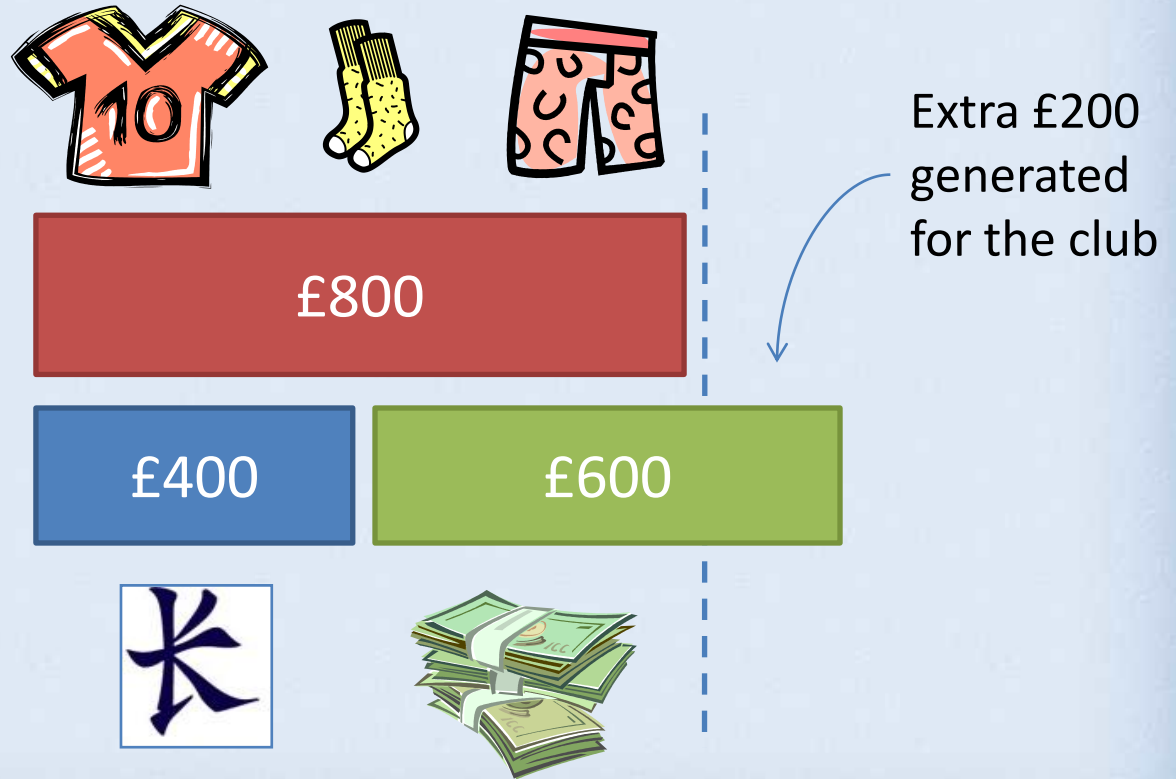
£400



Sponsorship to fundraising



Sponsorship to fundraising



Worked example



50% = £1,200

Kit package: 20 x £120
= £2,400

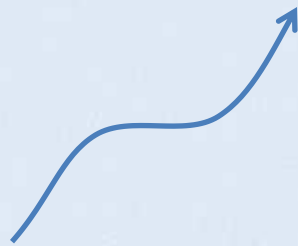
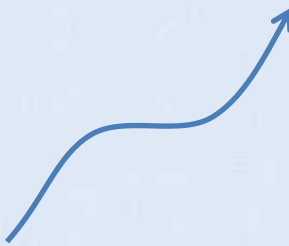
Spon:
£400

Deposit:
£800

Remaining:
£1,200

Purchase Order
placed

Kit Release
form given



September deliveries



Kit orders ready for September
need to be ordered by **28 June**

Only time we will let you
order without 50% upfront

Potential process for 'club' items



- Kukri will order plain 'stock' for club items (eg. hoody, sweatpants, polos, tees...)
- Individuals can come into the shop and ask for items to be printed with their club logos
- Pay and leave contact details – Kukri will call when they're ready to be picked up
- **2-3 week turnaround time**



Stock items

- Range of 'stock' items can be found on the website (www.kukrisports.com)
- Slightly cheaper
- 2-3 week turnaround time
- £3 + VAT per print/embroidery

Outsourcing and branding



- Can only outsource if Kukri do not offer the kit needed
- Kukri are only company who can use UBSport
- Need written (email) authorisation
- ALL external kit must be authorised by UBS Marketing Manager
 - Any unauthorised kit orders will lead to disciplinary action

Aims of the session were:



Understand the ordering
and payment process

Know branding rules and regulations



Looking good
is easier if you
get the money
up front