



Attention: High School Booster Clubs

JacketBack Embroidery is offering a special fundraising program through the sale of Letter Jackets to high schools throughout Northern California.

As one of the top distributors of high school letter jackets on the West Coast, we are able to offer a top quality decorated jacket to Northern California students at a reasonable price along with exceptional customer service which provides fundraiser dollars back to the booster club.

The Product

A wool jacket with leather sleeves & quilted lining, 1,2 or 3-color name embroidered on back, one color embroidered name on front, school & mascot name layout embroidered on front, graduation year patch on sleeve, school block letter (Provided by customer or school) sewn onto jacket. Upcharges apply for additional decoration. **The cost is \$325. The Booster club will receive \$25 for each jacket sold.**

Implementation of Program

We do the selling and handle customer service. The booster club will provide us support, promotion and access to the customer. The only requirement is that a flyer that we provide will be included with every school block letter that is handed out to the students.

Point of Sale

This program provides several ways for the customer to order their letter jacket.

- *Events that have both parents and students in attendance* such as registration or back to school nights. Our sales representative will have a full size run of Jackets. The customer is fitted for a jacket and will place an order. All of the decorations options will then be communicated by any combination of the following options: design appointment in person, via email, online form or over the phone.
- *Jacket fitting day at the school.* The customer will be fitted by our sales representative during the lunch hour or at a event with mostly students in attendance. The customer will receive paperwork with the size they were fitted and how to order online.
- *Award Banquets.* Our staff will be at the banquet location one hour prior to the banquet start time. Students will be fitted and can purchase their jacket onsite or take home their size information to order the jacket online. Our staff will exit the location just prior to the start time so not to disrupt the banquet.

Benefits of Program

- The student will receive a top of the line quality customized Letter Jacket that represents both the student and their school for this once in a lifetime purchase.
- The booster club will receive \$25 per sale that can be \$1,250 with our reachable goal of 50 jackets sold at each school per year with no risk.
- You will see a large increase in jackets on campus that will translate into personal and school pride.

Please take the time to view our top quality product at: www.JacketBack.com