



Pre-Game

CollegeGear.com and ProGear.com are part of the Feel Good Networks family and are designed to be a one stop shopping destination for students, alumni, college fans and pro fans.

CollegeGear.com and ProGear.com offer the widest selection of sporting apparel and merchandise under one roof. No other company or web site on the planet offers more than CollegeGear.com and ProGear.com.

Established in 1997, CollegeGear.com and ProGear.com have grown to be one of the most trusted sports merchandise web sites in the world.

The goal of CollegeGear.com and ProGear.com is to provide unmatched selection, reliability and customer service.

CollegeGear.com and ProGear.com are the premier source for:

- **College Apparel**
- **College Merchandise**
- **Greek Merchandise**
- **College Humor T-Shirts**
- **Professional Team Apparel**
- **Professional Team Merchandise**
- **And much, much more!**

If it has a college or professional logo on it, it's at CollegeGear.com and ProGear.com!

Diehard fans are always looking for unique and authentic team apparel and merchandise. Well, now their search is over. Nobody beats CollegeGear.com and ProGear.com for service and selection.

Game Plan

Campus Representative/Staff Members are the foundation to a successful on campus marketing program. They are the eyes, ears and voice of the campaign. Reps/Staff are the single most important part of our marketing team.

Reps/Staff help execute:

- **Retail Distribution Channels**
- **Data Analysis**
- **Game Day Handouts**
- **Campus Handouts**
- **Campus Advertising:**
 - **Student Newspaper**
 - **Campus Postering**

All Reps/Staff have the opportunity to earn cash, receive valuable marketing experience and internship credit from a nationally recognized company.

Reps/Staff will engage their peers, their campus and their community in interactive and appealing marketing programs and events. It's not difficult, just go to the same sporting event, concerts and venues you normally would, but bring CollegeGear.com and ProGear.com with you.

Team Uniforms

Campus Reps/Staff Members will be sent a uniform/outfit to wear during your on-premise promotional campaign. The uniform may vary depending on location, event and climate (Time of Year).

Rep/Staff Uniform:

- CollegeGear.com supplied t-shirt

All Reps/Staff will appear approachable and attractive.

Kick Off

Game Day Handouts:

Campus Reps/Staff Members executing Game Day Handouts must be highly energetic, enthusiastic and above all - Team Spirited!

You will be the vocal and visual advertisement for CollegeGear.com or ProGear.com. You are the first impression of our company. It is essential that you are outgoing, courteous, friendly and attentive AT ALL TIMES.

Team Reps/Staff will meet two and a half (2 1/2) hours prior to event time at a pre-determined location.

When part of a team, arrive at your pre-determined location, locate the your Team Manager and introduce yourself. Immediately go and change into your event promo outfit if you have not already been provided with one.

Begin discussing your plan of attack. Using our demographics, decide where the most popular areas are.

Demographics:

- Fans
- Students
- Alumni
- Female Sports Fans

Popular Areas:

- Parking Lots
- Venue Entrances
- Tailgate Areas
- Etc.

Solo Reps/Staff should also arrive two and a half (2 1/2) hours prior to event time to determine your plan of attack.

We do not target fraternities or beer/kegger parties. We look for fun and well known tailgate areas and highly populated alumni areas. Densely populated student areas have been known not to be very successful. The tailgate sections early in the morning seem to do the best.

Team members should divide up the materials (i.e. promo cards, game day decals, etc.) and pack enough so that you will not have to return to the supply box often. Begin passing out the materials as soon as possible.

Reps/Staff should cover at least a 1/2 mile radius from the venue, hitting all the parking and tailgating lot, popular areas and pre-game hang outs. Reps/Staff should cover as much ground and speak with as many people as possible. It is your responsibility to hand out all of the promo materials sent to you or your team.

As you are distributing the promotional materials, invite people to visit the web site. Some common questions are:

1. Where is the store located?

“CollegeGear.com” (ProGear.com) is located within reach of the nearest Internet enabled computer. “CollegeGear.com” (ProGear.com) works with “schools organizations and book stores” (professional team stores). They do not have a local retail location.

2. What all do they have on their web site?

They have everything you could possibly imagine. They carry the largest selection of college and pro merchandise on the Internet. From jerseys and hats to vehicle emblems and BBQ gear. If it has a college (pro) logo on it, they have it. They have brands like Nike, Adidas, Champion and New Era.

3. I buy from a local store. Why should I buy from them?

More than likely that store is on the network along with three other stores selling (School/Team Name) gear. If you are not living by the school anymore or you are looking for a unique gift for family or friends who “attend a different school” (support another team).

If you can, bring your digital camera and take some group photos of fans at the event having a good time and send them to back to us. If you use them, you could earn extra CA\$H!

Game Day Decals Details:

Game Day Decals are given to students, fans and alumni for wearing on their clothes, posting on their cars, etc. The Game Day Decal will also be accompanied with a 10% off discount code good at CollegGear.com and ProGear.com.



Score!

Most Game Day Event will be scored and ‘secret shopped’. What this means is you have scouts in the audience that are watching and rating your performance. Grade cards will be turned in and

will help determine whether or not you play in the game next week.

Each promotion is tracked by code. How well that promotion did that day will be added to your grade card.

The team or individual that 'scores' the best each week will be awarded additional bonuses, prizes or CA\$H!

Extra Point

As a way to show appreciation to fans all across the country, CollegeGear.com and ProGear.com sponsor The Ultimate Fan Giveaway.

Each month, entries are drawn to win gift cards at any Feel Good Networks site. Students, fans and alumni can win:

\$50, \$100, \$250, \$500 or \$1,000 Gift Cards each month.

Entries are made online or by making a purchase at CollegeGear.com or ProGear.com. No purchase is necessary. All information collected is not shared or sold to any other company. It is solely for the use of The Feel Good Networks.

After The Game

Being a Campus Rep/Staff Member is fun, interactive and rewarding. Reps/Staff earn an hourly wage for their work, exclusive invites to parties and VIP events.

Reps/Staff are required to turn in their time sheets and any required paperwork within seventy-two (72) hours of completing the event. Time sheets and reports should be sent to **info@collegegear.com**. It is not the Event Team Manager's responsibility to turn in hours for each Rep/Staff that worked the event. **IT IS THE SOLE RESPONSIBILITY OF THAT INDIVIDUAL TO TURN IN THEIR PAPERWORK WITHIN SEVENTY-TWO (72) HOURS.**

We hope you enjoy your sporting event and day and look forward to working with you at the next game!



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 **the stores people love to shop™**

