



Presents

JERZEES

Connect2One
Commit2Win

Connect2One is very pleased to announce the 5th year of our Commit2Win program with Russell Athletic and Jerzees. 2011 was a year of tremendous growth for this very important program. More stores than ever before are taking advantage of the low, low prices and planning sales events and promotions using this product. Facebook, Twitter and email have become important vehicles for getting the word out.

We need the support of all Connect2One members to make this program a success. We must meet the C2O Group Minimums in order for this program to move forward. That's why it is so important that you fill out your commitment worksheets and submit them to us before the March 31 deadline. And remember - your commitments are just that - a 100% firm commitment to buy the quantities you have committed to.

Guidelines

Commitments by style, color and month for June 2012 through May 2013 are due March 31, 2012. Stores that do not make commitments by March 31, 2012 will not be eligible to participate.

New this year - Please fax your completed commitment worksheets to our main office at 800-600-9034 or email to rob@connect2one.com.

Once your commitments are placed and we reach the qualifying quantities your Russell sales representative will contact you to write your orders.

Please keep in mind that placing commitments is not the same as placing actual purchase orders. Once your commitments are made and we qualify for the program you must meet with your Russell sales representative to choose art and write your purchase orders.

** In order to participate, a customer must be at the Russell Athletic elite price level or higher*

C2O Group Minimums

100,000 Units
29M Jerzees
50/50 Cotton/Poly T-Shirt

20,000 Units
562M Jerzees
50/50 Crew Neck Sweatshirt

50,000 Units
996M Jerzees
50/50 Hooded Sweatshirt

10,000 Units
974M Jerzees
50/50 Open Bottom Pocket Pant

10,000 Units
973M Jerzees
50/50 Banded Bottom Pant

10,000 Units
993M Jerzees
50/50 Full Zip Hood

10,000 Units
29B Jerzees
50/50 Cotton/Poly Youth T-Shirt

New this year - Please fax your completed commitment worksheets to our main office at: 1-800-600-9034

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50/50 Tee - 29M Adult & 29B Youth

- 50% Cotton 50% Polyester 5.6 oz.
- Seamless body with set-in sleeves
- 1x1 seamless ribbed crew neck collar
- Two-needle coverstitched front neck
- Taped shoulder to shoulder
- Two-needle hemmed sleeves and bottom
- Adult sizes: S-3XL (3XL - \$1.00 upcharge)
- Youth sizes: S-XL



ALL COLORS ARE ALSO AVAILABLE IN YOUTH EXCEPT FOR CARDINAL, AND CHOCOLATE.

Pricing*

- Minimum = 288 pieces per graphic / 144 per garment color
- Up to 2 ink colors - add \$0.25 per additional color

ALL COLORS (Adult) ALL COLORS (Youth)
\$3.45 \$3.20

* Royalties not included

* Royalties not included



Rainbow Assortment

- Order a minimum of 288 T-shirts per graphic - can be broken down to 72 of 4 different tees with the same 1 color print
- Order a minimum of 288 T-shirts per graphic - can be broken down to 48 of 6 different tees with the same 1 color print
- Choose school colors, fashion colors, or both for your Rainbow T-shirt Assortment

Note: If a T-shirt color is not available, Russell Athletic will change body color, or remove from the order, with approval from customer



NuBlend™ Crew - 562M

- 50% Cotton 50% Polyester 8.0 oz Fleece
- Ribbed collar, cuffs, and waistband
- Set-in sleeves
- Coverseaming on neck and armholes
- Sizes: S-3XL (3XL - \$2.00 upcharge)



Pricing*

- Minimum = 144 pieces per graphic/ per garment color
- Up to 2 ink colors - add \$0.25 per additional color

ALL COLORS (Adult)

\$6.45

* Royalties not included



NuBlend™ Hood 996M

- 50% Cotton 50% Polyester 8.0 oz. Fleece
- Double-lined hood
- Shoestrings drawcord with metal grommets
- Forward shoulders
- Muff Pocket
- Coverseaming on armholes, shoulder, and neck
- Sizes: S-3XL (3XL - \$2.00 upcharge)



Pricing*

- Minimum = 144 pieces per graphic/ per garment color
- Up to 2 ink colors - add \$0.25 per additional color

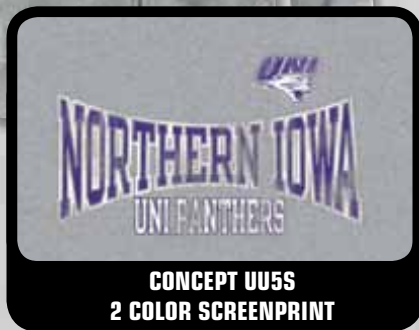
ALL COLORS (Adult)

\$8.95

* Royalties not included

* All prices above quoted before royalties. Appropriate royalties will be added on invoice.

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NuBlend™ Full Zip Hood 993M

- 50% Cotton 50% Polyester 8.0 oz. Fleece
- Single ply hood with grommets
- Matching drawcord
- 1x1 ribbed cuffs and waistband
- Muff pocket
- Coverseaming on armholes, neck and waistband
- Sizes: S-3XL (3XL - \$2.00 upcharge)



Pricing*

- Minimum = 144 pieces per graphic/ per garment color
- Up to 2 ink colors - add \$0.25 per additional color

ALL COLORS (Adult)

\$10.95

* Royalties not included



NuBlend™ Closed Bottom Pant - 973M

- 50% Cotton 50% Polyester 8.0 oz Fleece
- Ribbed cuffs and waistband
- Elastic waistband with inside drawcord
- Sizes: S-3XL (3XL - \$2.00 upcharge)



Pricing*

- Minimum = 144 pieces per graphic/ per garment color
- Up to 2 ink colors - add \$0.25 per additional color

ALL COLORS (Adult)

\$6.45

* Royalties not included



NuBlend™ Open Bottom Pant - 974MP

- 50% Cotton 50% Polyester 8.0 oz Fleece
- Side entry jersey lined pockets
- Differential rise for better fit
- Three needle covered elastic waistband with inside drawcord
- Two needle hem for open bottom styling
- Adult sizes: S-3XL (3XL - \$2.00 upcharge)



Pricing

- Minimum = 144 pieces per graphic /per garment color
- Up to 2 ink colors - add \$0.25 per additional color

ALL COLORS (Adult)

\$7.45

***Royalties not included**



**CONCEPT MC95
2 COLOR SCREENPRINT**

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***All prices above quoted before royalties. Appropriate royalties will be added on invoice.**

Testimonials

"We use the Jerzees t-shirts as our opening price point at \$9.99 and they go fast. Because the cost is so low we make great margin and continually bring in new styles. We were really pleased when the sweatpants became available in the open bottom style - we sell a ton at \$19.99. And the hoodie is amazing! Our established date is 1878 so we do a whole variety of designs that incorporate 1878 and sell them at \$18.78. We love the program!"

◆ **Jill Hiltner, Ashland University Bookstore**

"I reserve the Jerzees product for special sales and promotions. I run the crews and hoods at \$39.99 and do a BOGO promotion - BUY ONE, GET ONE FREE! We run it every couple of months and run an ad in the local paper. It's a great traffic builder! We also do an email to about 4000-5000 mail order customers that have bought from us before. We offer 50% off Jerzees product on our website with a special promo code. This program has been very successful for us."

◆ **Michelle Marcil, The College Store at SUNY Plattsburgh**

"We merchandise the Jerzees product on our sales floor as our opening price points in tees, crews, hood and pants. The prices are high enough though that we can then run them at special promotional prices as well. We do "Mobile Mondays"! We send emails and texts to our customer base on their smart phones and immediately get customers in the store. Our hoods are priced at \$29.99 and we run them at \$18.99 for this promotion. It works great!"

◆ **Sue Sonnenberg, University Book & Supply at the University of Northern Iowa**

Use this program for Price Point Programs on your sales floor:

T-Shirts - \$12.99 (73% GM)

Youth T-Shirts - \$11.99 (73% GM)

Crew Neck Sweatshirts - \$19.99 (68% GM)

Hooded Sweatshirts - \$24.99 (64% GM)

Full Zip Hooded Sweatshirts - \$29.99 (63% GM)

Closed Bottom Sweatpants - \$19.99 (68% GM)

Open Bottom Sweatpants - \$24.99 (70% GM)

There are lots of ways to use this program throughout the year. Here are a few suggestions:

Jan. - Winter Rush Promotions

Feb. - Basketball Promotions

March - Spring Break Sales

April - Spring Rush Promotions

May - Graduation Promotions

June - Summer Orientations

July - Summer Camps/Sidewalk Sales

Aug. - Back-to-School Promotions

Sept. - Back-to-School Promotions

Oct. - Homecoming & Concessions

Nov. - Holiday Sales

Dec. - Holiday Sales



SUGGESTED GRAPHICS

(Additional Graphics Available)

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