



Pop Warner Authentic Incentive Plan

September 16, 2024

League and Association Presidents,

We have made some significant changes to Pop Warner Authentic, Inc., (PWA) with the addition of a new partner in The Kanata Group, which is led by seasoned sports marketer Bill Decker. A revamped PWA will have both business-to-business (B2B) and a direct-to-consumer (DTC) offerings.

Business-to-Business:

Leagues and Association Leadership can take advantage of significant discounts off the MRSP / retail price (25% off Pop Warner Shop) and offer via dedicated digital order forms to their participants. **See attached for list of products and pricing.** Key considerations include:

- **Pricing** – Please note the GREEN column is what you will pay (wholesale price) and the Popwarnershop.com pricing column is a reference and suggested price your participants pay. All wholesale pricing is roughly 25% off retail price.
- **Order Form** -
 - **Creation and Distribution** – Fully customized forms (with product imagery) will be created by PWA for Leadership to share with all participants and their families.
 - **Submission** - Participants complete the forms online and pay via cc.
- **Gear Production** - PWA produces all gear in 7-10 business days and bundles all the orders for the Association or League.
- **Gear Delivery** – Two options:
 - Bulk shipped to Leadership address for local distribution
 - Drop shipped to participants home. Delivery fee paid by participant.

In addition to gear, **PWA will offer Off-Field Support** (i.e., signage, table covers, awards, etc.) to Leadership at wholesale cost (as noted in the GREEN column)...which is 25-40% off retail prices.

Direct-to-Consumer:

PWA will offer a 20% rebate to the Leadership (17% to the Association and 3% to the League) on MyPopWarnerTeam.com, as well as on select items sold through PopWarnerShop.com.

Financial Reconciliation:

PWA will reconcile all finances with Leagues and Associations on the first Monday of each month. A detailed reconciliation will be provided to Leadership by PWA and a check will be cut to Leadership for all monies received in both the B2B and DTC channels.

Submit Team Logos and Colors:

Please see our new web form at <https://popwarner.wufoo.com/forms/personalized-and-customized-gear-form/>

If there are any questions, send a note to pwa@popwarner.com or call 1-888-664-0920.

**THE KANATA GROUP / POP WARNER ATHLETIC: 2024 PWA PRICING MATRIX -
DIRECT TO BUSINESS LEADERS (REGION, LEAGUE, ASSOCIATION)**

(for reference only)
**2024
SOLD ON
PW SHOP***

**KOD SELL DIRECT
TO BUSINESS
LEADERSHIP
(NO REBATES)
Wholesale**

SKU	CUSTOM / PERSONAL	CATEGORY	ITEM	SIZE	(to Consumer)
YSTEE-SIZE	PERSONALIZED	MISC	SHORT SLEEVE TEE - YOUTH	S/M/L/XL	\$20.00
ASTEE-SIZE	PERSONALIZED	MISC	SHORT SLEEVE TEE - ADULT	S/M/L/XL	\$24.00
YLTEE-SIZE	PERSONALIZED	MISC	LONG SLEEVE TEE - YOUTH	S/M/L/XL	\$25.00
ALTEE-SIZE	PERSONALIZED	MISC	LONG SLEEVE TEE - ADULT	S/M/L/XL	\$29.00
YSWEATS-SIZE	PERSONALIZED	MISC	SWEATSHIRT - YOUTH	S/M/L/XL	\$35.00
ASWEATS-SIZE	PERSONALIZED	MISC	SWEATSHIRT - ADULT	S/M/L/XL	\$37.50
YHOODIE-SIZE	PERSONALIZED	MISC	HOODIE - YOUTH	S/M/L/XL	\$45.00
AHOODIE-SIZE	PERSONALIZED	MISC	HOODIE - ADULT	S/M/L/XL	\$50.00
PIN	PERSONALIZED	MISC	CUSTOM PIN	NA	\$8.00
PATCH	PERSONALIZED	MISC	CUSTOM PATCH	NA	\$3.00
KT1518	PERSONALIZED	MISC	RALLY TOWEL	15X18	\$2.75
JT1718	PERSONALIZED	MISC	JERSEY SHAPED RT	17X18	\$2.99
KT1625	PERSONALIZED	MISC	WORKOUT TOWEL	16X25	\$7.99
LT1236	PERSONALIZED	MISC	COOLING TOWEL	12X36	\$9.99
KT3060	PERSONALIZED	MISC	BEACH TOWEL	30X60	\$19.99
KB3040	PERSONALIZED	MISC	PLUSH BLANKET	30X40	\$28.50
KB5060	PERSONALIZED	MISC	PLUSH BLANKET	50X60	\$37.50
KBS3040	PERSONALIZED	MISC	SHERPA BLANKET	30X40	\$30.99
KBS5060	PERSONALIZED	MISC	SHERPA BLANKET	50X60	\$39.99
JB4136	PERSONALIZED	MISC	JERSEY SHAPED WALL BANNER	41X36	\$19.99
ESLIDE-SIZE	PERSONALIZED	MISC	SLIDES	S/M/L/XL	\$24.99
KTD2211	PERSONALIZED	MISC	SM DUFFLE	22X11	\$29.99
KTD2915	PERSONALIZED	MISC	LG DUFFLE	29x15	\$35.99
KTP1616	PERSONALIZED	MISC	PILLOW	16x16	\$19.99

DIRECT (B-TO-B)

\$16.00
\$18.00
\$18.75
\$21.75
\$26.25
\$28.25
\$34.00
\$37.50
\$6.00
\$2.50
\$2.00
\$2.25
\$6.00
\$7.50
\$15.00
\$22.00
\$28.00
\$24.00
\$30.00
\$15.00
\$19.00
\$23.00
\$27.00
\$15.00

YFBR-SIZE	PERSONALIZED	FOOTBALL	REPLICA REV JERSEY - YOUTH	S/M/L/XL	\$39.99
AFBR-SIZE	PERSONALIZED	FOOTBALL	REPLICA REV JERSEY - ADULT	S/M/L/XL	\$44.99
FBRBAND	PERSONALIZED	FOOTBALL	REV HEADBAND - YOUTH	NA	\$12.99
FRBARM	PERSONALIZED	FOOTBALL	REV ARM SLEEVE - YOUTH	NA	\$14.99
YCBBJ-SIZE	PERSONALIZED	CHEER	BBALL JERSEY - YOUTH	S/M/L/XL	\$55.00
ACBBJ-SIZE	PERSONALIZED	CHEER	BBALL JERSEY - ADULT	S/M/L/XL	\$65.00
YSWEATP-SIZE	PERSONALIZED	CHEER	SWEATPANTS (STRAIGHT-LEG) - YOUTH	S/M/L/XL	\$30.00
ASWEATP-SIZE	PERSONALIZED	CHEER	SWEATPANTS (STRAIGHT-LEG) - ADULT	S/M/L/XL	\$32.50
YSHORTS-SIZES	PERSONALIZED	CHEER	SHORTS / PERFORMANCE - YOUTH	S/M/L/XL	\$24.00
ASHORTS-SIZE	PERSONALIZED	CHEER	SHORTS / PERFORMANCE - ADULT	S/M/L/XL	\$25.00
BOW	PERSONALIZED	CHEER	BOW	NA	\$20.00
BOWR	PERSONALIZED	CHEER	BOW w/ RHINESTONE	NA	\$25.00

\$30.00
\$34.00
\$10.00
\$11.25
\$40.00
\$45.00
\$22.00
\$24.00
\$17.00
\$18.00
\$15.00
\$18.75

NOT SOLD DIRECT TO CONSUMER - ONLY DIRECT TO LEADERSHIP (REGION.LEAGUE.ASSOC.)

FFONLY	CUSTOM	MISC	FEATHER FLAG (FLAG ONLY)	6'x2'	
FFPS	CUSTOM	MISC	FEATHER FLAG - Pole + Spike	NA	
FFPB	CUSTOM	MISC	FEATHER FLAG - Pole + Base	NA	
EVTFENCE	CUSTOM	MISC	EVENT FENCING	per sq ft	
FABRICB	CUSTOM	MISC	FABRIC BANNER (w/ Grom)	per sq ft	
3STC6	CUSTOM	MISC	6' TABLE COVER (180 gsm)	64x132	
3STC8	CUSTOM	MISC	8' TABLE COVER (180 gsm)	64x156	
ACRYLIC-SIZE	CUSTOM	MISC	ACRYLIC TROPHY	12" x 12"	

\$25.00
\$50.00
\$75.00
\$3.50
\$2.50
\$55.00
\$65.00
\$29.99

* - 20% REBATE (Association receives 17% &
League receives 3% per order)



CUSTOM CHEER GEAR AND APPAREL



CLUB WHOLESALE PRICING



KBT3060

Beach Towel

30" x 60" - ~~\$19.99~~ / **\$15.00**



Duffle Bag

Small - 22" x 11" - ~~\$29.99~~ / **\$23.00**

Large - 29" x 15" - ~~\$35.99~~ / **\$27.00**



Cooling Towel

12" x 36" - ~~\$9.99~~ / **\$7.50**



Plush Blanket

30" x 40" - ~~\$28.50~~ / **\$22.00**

50" x 60" - ~~\$37.50~~ / **\$28.00**



FRONT



BACK

Sherpa Blanket

30" x 40" - ~~\$30.99~~ / **\$24.00**

50" x 60" - ~~\$39.99~~ / **\$30.00**

Throw Pillow

16" x 16" - ~~\$19.99~~ / **\$15.00**



Workout Towel

16" x 25" - ~~\$7.99~~ / **\$6.00**



Rally Towel

15" x 18" - ~~\$2.75~~ / **\$2.00**

*ONLY AVAILABLE TO LEADERSHIP

For more information, please email pwa@popwarner.com or call 888-664-0920



CUSTOM CHEER GEAR AND APPAREL



CLUB WHOLESALE PRICING



Hoodie

Youth - ~~\$45.00~~ / **\$34.00** | Adult - ~~\$50.00~~ / **\$37.50**
S/M/L/XL



Baseball Jersey

Youth - ~~\$55.00~~ / **\$40.00** | Adult - ~~\$65.00~~ / **\$45.00**



Bow

~~\$20.00~~ / **\$15.00**



Slides

S/M/L/XL - ~~\$24.99~~ / **\$19.00**



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CUSTOM FOOTBALL GEAR AND APPAREL



CLUB WHOLESALE PRICING



Beach Towel

30" x 60" - ~~\$19.99~~ / **\$15.00**



Duffel Bag

Small - 22" x 11" - ~~\$29.99~~ / **\$23.00**

Large - 29" x 15" - ~~\$35.99~~ / **\$27.00**



Plush Blanket

30" x 40" - ~~\$28.50~~ / **\$22.00**

50" x 60" - ~~\$37.50~~ / **\$28.00**

Sherpa Blanket

30" x 40" - ~~\$30.99~~ / **\$24.00**

50" x 60" - ~~\$39.99~~ / **\$30.00**



FRONT



BACK

Throw Pillow

16" x 16" - ~~\$19.99~~ / **\$15.00**



Jersey-Shaped Rally Towel

17" x 18" - ~~\$2.99~~ / **\$2.25**



Jersey-Shaped Wall Banner

41" x 36" - ~~\$19.99~~ / **\$15.00**

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CUSTOM FOOTBALL GEAR AND APPAREL



CLUB WHOLESALE PRICING



Replica Jersey

Youth - ~~\$39.99~~ / **\$30.00**
Adult - ~~\$44.99~~ / **\$34.00**
S/M/L/XL



Cooling Towel

12" x 36" - ~~\$9.99~~ / **\$7.50**



Arm Sleeve

Youth - ~~\$14.99~~ / **\$11.25**
S/M/L/XL



Rally Towel

15" x 18" - ~~\$2.75~~ / **\$2.00**



Hoodie

Youth - ~~\$45.00~~ / **\$34.00**
Adult - ~~\$50.00~~ / **\$37.50**
S/M/L/XL



Slides

S/M/L/XL - ~~\$24.99~~ / **\$19.00**



Workout Towel

16" x 25" - ~~\$7.99~~ / **\$6.00**



Reversible Headband

~~\$12.99~~ / **\$10.00**
ONE SIZE

*ONLY AVAILABLE TO LEADERSHIP

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COACH GEAR: CUSTOM TEAM PRODUCTS

CLUB WHOLESALE PRICING



Acrylic Trophy

12" x 12" - \$29.99

Fabric Banner w/grommets - \$2.50 per square foot

Print dynamic, high resolution imagery up to 10 feet tall x unlimited length. Sewn Edges with grommets.



Table Covers (180 gsm)

6' / 64" x 132" - \$55.00

8' / 64" x 156" - \$65.00

Feather Flag

2-sided flag (2' X 6') - \$25.00

Pole with Spike - \$50.00

Pole with Cross base - \$75.00



Event Fencing - \$3.50 per square foot

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*ONLY AVAILABLE TO LEADERSHIP