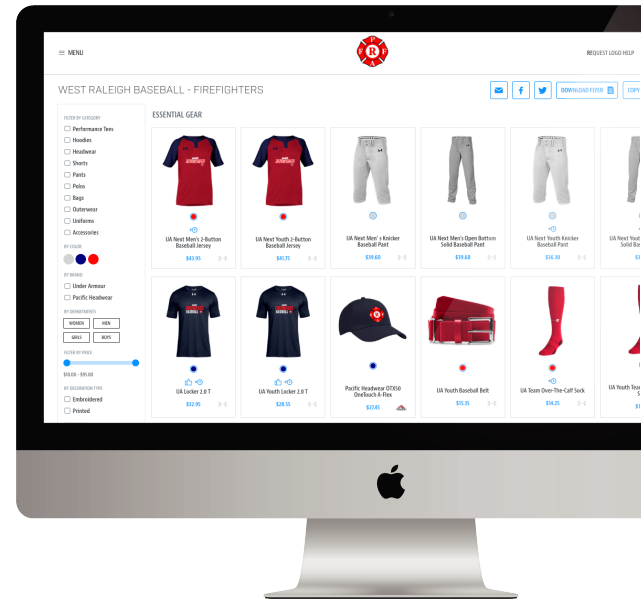




# WEST RALEIGH BASEBALL HAD BEEN BUYING UNIFORMS THE SAME WAY SINCE 1958 IT WAS TIME FOR A CHANGE

Direct-to-Player  
Uniform Outsourcing

Fundraising  
& Digital Coupling



## WEST RALEIGH BASEBALL

WRB is a Cal Ripken affiliated league serving nearly 500 players from 5-12 years old. WRB is committed to offering local players and families the best youth baseball experience and player development opportunities. SquadLocker is helping to make that happen.

# \$7,459

IN FUNDRAISING

# 1,400

HAPPY PLAYERS, PARENTS,  
COACHES, AND VOLUNTEERS.

## ! UNIFORMING CHALLENGES

WRB was frustrated with bulk managing their player and coach uniforms each year. Collecting sizes & payments, bulk ordering uniforms, distributing them individually, and dealing with complaints was taking a toll on the WRB staff. Also, due to minimum purchase requirements from bulk vendors, it wasn't possible to supply late registrants or replacement requests without taking on excess inventory.

WRB decided to look for a solution that would allow players, parents, and coaches to directly purchase their uniforms and gear, and have it shipped to their homes, while still allowing the league to maintain total control. The new "outsourced" solution needed to be able to deliver quickly and accurately.



"SquadLocker exceeded our expectation. I was able to set up 38 individual team stores, share them with players and parents, and they did the rest. Our gear arrived to players homes on time, looked great, and we earned nearly \$7,500 to use for Capital Improvements and other upgrades to keep our kids safe. We look forward to moving on our already proven, great relationship."

- Ronnie Morales | Executive Director



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## THE SOLUTION



### DIRECT-TO-PLAYER UNIFORMING

WRB chose SquadLocker to individually receive, decorate, and ship each order separately and quickly. SquadLocker's easy-to-use platform and 7 day a week customer service through real-time, live chat has made uniforming nearly 500 players and 150 coaches headache-free.



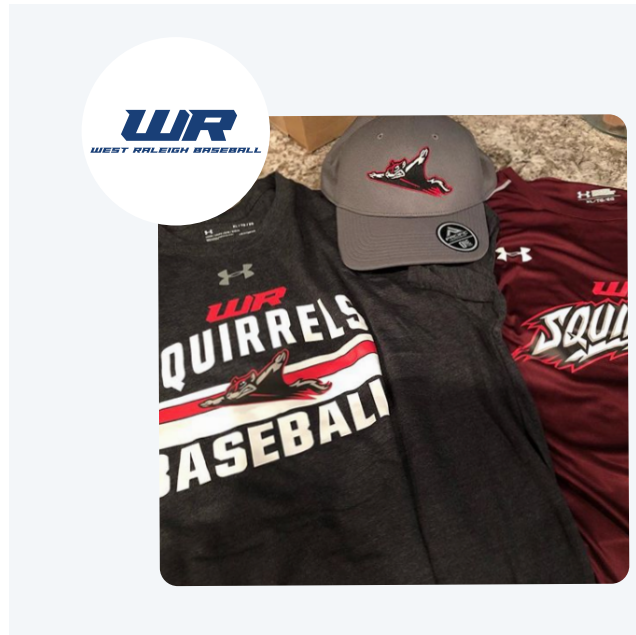
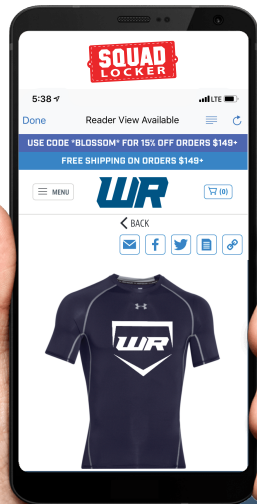
### DIGITAL COUPONING

WRB desired to transfer a modest portion of registration fees to players for uniform purchase costs. The club purchased 640 digital coupons from SquadLocker which were distributed to players to use in the online stores.



### FUNDRAISING

West Raleigh Baseball arranged for SquadLocker to serve all of its players and their families with uniforms, spirit wear and other essential gear. WRB has earned approximately \$7,500 from these purchases to support scholarships and field upkeep.



## THE RESULTS

- 38** Online Team Stores
- 745** Orders Placed
- 2,494** Pieces Delivered
- 12** Average Fulfillment Days
- \$7,459** WRB Fundraising Earned
- \$8,000** WRB UA Merch Credit Earned
- 0** WRB Headaches



### STORES NEVER CLOSE

The 38 unique West Raleigh League team stores remain open to accommodate any player who joins WRB late or needs replacement items, or items for birthdays, championships, special events, and any other timely need.

Want to learn more about how SquadLocker can provide your league or school with a direct-to-player uniform solution or fundraising?

[REQUEST A DEMO](#)