



ONLINE STOREFRONT REQUEST FORM

DECORATED APPAREL
FOR TEAMS, COMPANIES AND CLUBS

CUSTOM ONLINE STOREFRONTS
FOR EVENTS, SCHOOLS, CREWS AND MORE

2022 STOREFRONT REQUEST FORM

We know things are tough. For volunteers, parents and event coordinators trying to outfit their event or team is a monumental task. In 2022, CRS is giving you the options to get the most out of your apparel storefront. You don't have answers yet to questions you didn't even think to ask yet, so leave it to us. We are navigating this challenging new landscape of a post-2020 economy, fighting supply chain shortages and logistical delays, to give you the best available options to outfit you and your group. Here is how we do it:



GETTING STARTED IS FREE, BECAUSE WE KNOW THIS CAN BE DIFFICULT

CUSTOM ARTWORK DESIGN, DECORATION DEVELOPMENT & COORDINATION, STOREFRONT DESIGN, APPAREL SELECTION & DEVELOPMENT, SECURED & ENCRYPTED SHOPPING CART, CUSTOMER SERVICE & DIRECT CONTACT FOR ALL POINTS OF THE SALES PROCESS.



THEN YOU MAKE IT WORK THE BEST FOR YOU

DO YOU WANT TO OUTFIT YOUR TEAM AT THE LOWEST COST POSSIBLE? THEN LET US MODIFY YOUR ARTWORK TO FIT YOUR BUDGET. DO YOU WANT TO CREATE A REVENUE STREAM ALONGSIDE THE REST OF YOUR HARD WORK? THEN ADD YOUR OWN MARKUP STOREWIDE. WE GIVE YOU THE ABILITY TO CONTROL YOUR SETUP AND OPERATION.



REVIEW THE EXAMPLE STORES

FOR AN EXAMPLE 365 (YEAR LONG) STORE, CLICK HERE: stores.coralreefsailing.com/2022-crs-365-demo
FOR AN EXAMPLE TIMED WINDOW STORE, CLICK HERE: stores.coralreefsailing.com/2022-crs-timed-demo



THIS WORKSHEET WILL HELP YOU WORK OUT THE DETAILS

FILL OUT THIS FORM, AND LET US KNOW IF YOU HAVE ANY QUESTIONS!

CONTACT US:

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**TO BETTER SERVE YOU AND YOUR CLUB HERE IN 2022, WE HAVE CREATED THIS FORM TO ASSIST
YOU IN CHOOSING OPTIONS AND DECIDING ON DETAILS FOR YOUR REQUESTED STOREFRONT**
PLEASE FILL OUT THE FORM WITH THE MOST INFO POSSIBLE, AND LEAVE EMPTY ANY SPACES THAT DO NOT APPLY

CLUB/TEAM/EVENT NAME:

CONTACT INFO

**STOREFRONT
CONTACT NAME:**

**PERSON FILLING
OUT THIS FORM:**

(IF DIFFERENT THAN CLUB CONTACT)

CONTACT EMAIL:

CONTACT PHONE:

CAN WE TEXT? ☐ **YES** ☐ **NO**

SECONDARY EMAIL:

SECONDARY PHONE:

CAN WE TEXT? ☐ **YES** ☐ **NO**

GENERAL & DELIVERY INFO

☐ **THIS WILL BE A 365 STORE, STAYING OPEN ALL YEAR LONG WITH CONTINUAL MAINTENANCE**

OR

☐ **THIS WILL BE A TIMED WINDOW STORE AND WILL BE ELIGIBLE FOR THE COMPENSATION PROGRAM**

REQUESTED DATE FOR THE STORE TO OPEN:

**REQUESTED
DATE TO CLOSE:**

ACTUAL DATE WILL ULTIMATELY BE CRS' DECISION BASED ON
INTERNAL TIMEFRAMES AND SHIPPING TIMEFRAMES

IS THIS COORDINATING WITH A LIVE EVENT? ☐ **YES** ☐ **NO**

**REQUESTED IN HANDS
DATE FOR ALL ORDERS:**

**NAME OF
THE EVENT:**

(IF APPLICABLE)

**LOCATION OF
THE EVENT:**

(IF APPLICABLE)

**DELIVERY METHOD(S)
FOR THIS STORE:**

☐

SHIP TO A LOCATION

YOU ASSUME THE RESPONSIBILITY
OF HANDING OUT THE ORDERS

☐

SHIP TO CUSTOMER

DIRECT TO EACH CUSTOMER'S
ENTERED ADDRESS

☐

BOTH

LET THE
CUSTOMER CHOOSE

SHIP TO LOCATION MAILING ADDRESS:

**DATE REQUESTED FOR ALL
ORDERS TO BE IN HAND:**

LOCATION NAME

(ADDRESS 1)

(CITY)

SHIPMENT(S) SHOULD BE SENT ATTENTION THIS PERSON

(ADDRESS 2)

(STATE)

(ZIP)



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CLUB/TEAM/EVENT NAME:

ARTWORK INFO

ARE YOU SUBMITTING ARTWORK? ☐ **YES** ☐ **NO**

ARE WE CREATING YOUR ARTWORK? ☐ **YES** ☐ **NO**

IS THIS AN OFFICIAL LOGO FOR A CLUB OR SCHOOL? ☐ **YES** ☐ **NO**

IS THE ARTWORK READY TO SUBMIT WITH THIS FORM? ☐ **YES** ☐ **NO** IF NO, WHEN WILL IT BE READY?

DO YOU NEED YOUR SUPPLIED ART MODIFIED OR UPDATED? ☐ **YES** ☐ **NO**

ARTWORK DETAILS WILL AFFECT THE FINAL PRICEPOINT OF YOUR STORE ITEMS.

☐ **PLEASE DESIGN OR ADJUST OUR ARTWORK TO KEEP PRICING AT MINIMUMS**

☐ **PLEASE USE OUR ARTWORK AS SUBMITTED AND APPLY MARKUPS AS NECESSARY**

EXAMPLE:

**DECORATED AS
SUBMITTED**

\$36
ON STOREFRONT



**REDUCED
COLORS**

\$33
ON STOREFRONT



**SIMPLIFIED
DESIGN**

\$30
ON STOREFRONT



THREAD COLORS

THE FOLLOWING 10 COLORS ARE CONSIDERED OUR STANDARD PALETTE. ANY COLORS REQUESTED IN YOUR EMBROIDERY THAT ARE OUTSIDE OF THIS PALETTE WILL REQUIRE A MARK-UP TO YOUR STORE BASE PRICING. PLEASE SELECT ANY PALETTE COLORS BELOW THAT APPLY TO YOUR DECORATION.

1800 BLACK

1801 WHITE

1610 SILVER
SEMI-METALLIC FINISH

1811 GRAY

1838 RED

1842 ROYAL

1843 NAVYAL
HALFWAY BETWEEN
ROYAL AND NAVY

1742 NAVY

1771 YELLOW

1792 ATHLETIC GOLD
NON-METALLIC FINISH

☐☐☐☐☐☐☐☐☐☐

LOCATIONS FOR EMBROIDERY

OUR STANDARD DECORATION INCLUDES ONE LOCATION. ANY ADDITIONAL LOCATIONS (SLEEVE, SIDE OF HAT, ETC.) WILL REQUIRE A MARK-UP TO YOUR STORE BASE PRICING.

OF ADDITIONAL LOCATIONS:

DESCRIPTION OF USE:



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CLUB/TEAM/EVENT NAME:

COMPENSATION

TO BE ELIGIBLE FOR THE COMPENSATION PROGRAM, YOUR STORE **MUST** OPERATE UNDER A **TIMED WINDOW**

MAXIMUM OF 2 TIMED WINDOWS PER CALENDAR YEAR.
365 STORES, WHICH OPERATE YEAR-LONG, ARE INELIGIBLE FOR THE COMPENSATION PROGRAM.

I UNDERSTAND

THE **2022 CRS APPAREL COMPENSATION PROGRAM** IS STRUCTURED TO PUT YOU IN CHARGE OF MEETING YOUR OWN GROUP'S NEEDS. YOU WILL HAVE THE ABILITY TO ADD YOUR OWN MANUAL MARKUP TO YOUR BASE PRICING (**AS DETERMINED BY CRS**), WHICH YOU WILL COLLECT FOLLOWING YOUR TIMED WINDOW.

COMPENSATION IS PAID OUT 2-4 WEEKS AFTER YOUR STORE CLOSSES.

☐ I WOULD LIKE TO **APPLY** THE COMPENSATION PROGRAM TO OUR STOREFRONT.

☐ I WOULD LIKE TO **OPT OUT** OF THE COMPENSATION PROGRAM. I AM LOOKING TO SIMPLY OUTFIT MY GROUP OR TEAM AND WANT TO KEEP OUR PRICING AS LOW AS POSSIBLE.

PLEASE APPLY THE
FOLLOWING ADDITIONAL
MARKUP AMOUNT TO ALL
OF OUR STOREFRONT ITEMS:

\$ _____

EXAMPLE: BASE PRICING, AS PER
DECORATION NEEDS
WITH NO COMPENSATION
ADDED

\$30



PURCHASE PRICE SHOWN
ON YOUR STOREFRONT
WITH A \$4 MANUAL MARKUP
ADDED

\$34



COMPENSATION CHECK **MAILING ADDRESS:**

CHECK SHOULD BE
MADE OUT TO:

CHECK SHOULD BE SENT ATTENTION THIS PERSON)

(ADDRESS 1)

(PO BOX)

(ADDRESS 2)

(CITY)

(STATE)

(ZIP)

DATE COMPLETED: _____ SIGNATURE: _____