

SWAG DIMENSION

CASE STUDY · YOUTH SPORTS LEAGUES, TRAVEL TEAMS, CLUB TEAMS, AND ADULT REC LEAGUES

FOR YOUTH & ADULT SPORTS LEAGUES

One league, every team's gear

A central league store with sub-collections for each team. Parents buy fan gear, players buy practice tees, coaches grab polos. League takes a markup; teams keep their identity.

Before & after

BEFORE

- Pre-season size collection across 12 teams in a Google Form
- Coaches forwarding gear orders to parents via group text
- Tournament shirts that miss the tournament
- Bulk fan-wear orders sitting at the league office

AFTER

- League store with per-team sub-collections (artwork + colors per team)
- Parents shop per-team without league admin involvement
- Tournament campaign stores spun up in 60 seconds with AI mockups
- Coach uniforms allocated via per-coach credits

Programs they run

Per-team sub-stores

Each team in the league gets its own sub-collection with custom artwork and colors. Parents browse the league store; players see their team's gear up top.

Tournament & playoff merch

Drop a tournament store the week before. Sell through tournament weekend. Champions tee with the winning team's name unlocked when results post.

SWAG DIMENSION

CASE STUDY · YOUTH SPORTS LEAGUES, TRAVEL TEAMS, CLUB TEAMS, AND ADULT REC LEAGUES

Coach & ref uniforms

Branded polos, vests, and outerwear for coaches and refs. League funds quarterly credits per official.

Fan-wear program

Parents and grandparents buy team-branded jerseys, hats, and lawn signs. League takes 20% markup; teams get a kickback to the team fund.

SWAG DIMENSION

CASE STUDY · YOUTH SPORTS LEAGUES, TRAVEL TEAMS, CLUB TEAMS, AND ADULT REC LEAGUES

Proof

“Twelve teams, twelve sub-collections, one store. Parents buy from the right team automatically. League fund grew 4x year-over-year just from fan-wear sales.”

— Pilot league #1, Commissioner, youth basketball league

Frequently asked

How do sub-team stores work?

Inside one organization, create a sub-store per team. Each sub-store has its own artwork, color theme, and product list — but reports up to the league at the org level. Coaches get manager access to their team's sub-store.

Can the league take a markup on team gear?

Yes. Set a global markup at the league level; teams can stack their own markup on top. Both portions auto-payout to the right Stripe account.

Do you handle uniform jerseys with names and numbers?

Yes — name-and-number customization is available on most jerseys. Parent enters player name + number at checkout; we print and ship.

GET STARTED

Open your brand store, free.

Bring your logo. Live store with real product mockups in under 10 minutes. Stripe Connect auto-payouts to your org bank account. No inventory, no minimums, no setup fees.

swagdimension.com/business/register

Or book a 15-min walkthrough at swagdimension.com/demo