



## Eastbay and SportsSignup Partner to Make Fundraising Easier for Sports Organizations

*All-in-one sports fundraising and online registration service is launched, made possible by an exclusive partnership between SportsSignup and Eastbay, Inc. The new service, called MySportsStore - Powered by Eastbay, allows sports organizations to become their own retail merchants and provides them with a customized online storefront.*

Saratoga Springs, NY ([PRWEB](#)) January 26, 2010 -- [SportsSignup](#) and [Eastbay](#) have partnered to help youth sports organizations raise more money with far less effort. [MySportsStore - Powered by Eastbay™](#) is an online sports fundraising and registration service that helps sports organizations raise more money, avoid up-front inventory costs, put less team fundraising pressure on kids and parents, and easily register players.

MySportsStore - Powered by Eastbay provides purchasers with quality products they really want -- team sports clothing with their own logo -- whenever they want them. Integrating the apparel sales with an [online sports registration](#) system provides "one stop shopping" for parents, and dramatically increases sales.

"The biggest headaches for sports organizations are cash flow, raising funds and getting volunteers. Volunteer administrators shouldn't have to spend extraordinary amounts of time on registration, fundraising, sorting and delivering fundraising products," said Dave Lokes, vice president of marketing at Eastbay. "With MySportsStore - Powered by Eastbay, all they have to do is supply us with their 'official' logo. We create customized apparel images bearing their logo. The sports organization places these images on their website and the images link purchasers directly to the organization's online product catalog. Eastbay produces the [customized spiritwear](#) on demand and then delivers it directly to the purchaser. With this unique model, the sports organization retains the retail margin of the sale as fundraising revenue. The billing process is automated so administrators don't have the burden of collecting funds. It gives the participants in their program more time on the playing field, instead of knocking on doors," continued Lokes.

Benefits of MySportsStore - Powered by Eastbay:

- Greater return on investment -- sports organizations purchase wholesale items and set their own retail prices.
- No up-front inventory costs -- all merchandise is printed on demand.
- Affordable per-item transaction fee. No setup, monthly or annual fees.
- Can be used with any team website - provides one click navigation to a customized product catalog.
- Automated ordering, delivery, billing and payment system.
- Direct delivery to purchasers.
- Steady stream of fundraising revenue -- spiritwear available year-round.
- Free logo design provided by Eastbay's creative team.
- Free inventory monitoring.
- Increased sales potential with option to integrate SportsSignup's online registration system.

With MySportsStore - Powered by Eastbay, an extensive line of team sports clothing and gear is available, including short and long sleeve t-shirts, fleece hoodies and pants, embroidered polos and caps, travel duffel bags and gym sacks from top brands -- like Nike, Adidas, Under Armour, and Eastbay.



"We partnered with SportsSignup because it is the premier online sports management site -- their suite of services have helped countless numbers of sports organizations take the hassle out of their registration and fundraising efforts," added Lokes. Anthony Bruno, CEO of SportsSignup added, "The primary goal of our exclusive partnership with Eastbay is to help sports organizations raise more money by giving them access to quality merchandise that appeals to their participants, family, and friends. We chose Eastbay because they are the leading supplier of athletic performance gear -- no one has better product selection."

Concluded Lokes, "With MySportsStore - Powered by Eastbay, everyone wins. Sports organizations can raise more money with far less effort. Sports families and volunteers get a hassle free fundraising experience. Purchasers get fantastic products to wear around town, promoting their own 'brand.' There's nothing else like it."

#### About Eastbay, Inc.

Eastbay is a leading world supplier of athletic footwear, apparel and sports equipment featuring top athletic brands such as Nike, Reebok, Under Armour, Jordan and more. Established in 1980 to meet the performance needs of high school and college athletes, that mission takes Eastbay's catalogs and website around the globe. Our retail arena includes men's, women's and kids' shoes and clothing for all foot types, body types and athletic styles. Eastbay is a division of Footlocker, Inc. For more details about Eastbay, visit [www.eastbay.com](http://www.eastbay.com).

#### About SportsSignup

SportsSignup, owned and operated by League Sports Services LLC, provides sports organizations with a fully-integrated Software-as-a-Service (SaaS) solution to facilitate online sports registration, e-commerce fundraising, and coach/volunteer background check management. Since 2003, the company has been dedicated to operating a secure, affordable, and hassle-free online service suite that enables administrators from hundreds of soccer, football, baseball, lacrosse, basketball and many other youth sports organizations to spend more time on the playing field by automating many aspects of their duties. For more details about SportsSignup, visit [www.SportsSignup.com](http://www.SportsSignup.com).

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