

OKLAHOMA STATE COWBOY WRESTLING

2026 NATIONALS TEAM STORE — SALES REPORT

Store window closed **February 26, 2026**

Sales order **14190** · Chipply store **489084**

Dealer **Compound Sportswear**

$26,237	249	696	$2,784	13	60
STORE SALES	ORDERS	UNITS SOLD	RAISED FOR THE PROGRAM · $4/UNIT	DESIGNS	PRODUCTS SOLD

SALES BY DESIGN

ranked by units · revenue at store retail

COWBOY WRESTLING ARCH Full Front	160	$6,010
PISTOL PETE OSU WRESTLING Full Front	126	$3,862
POKES WRESTLING CHEVRON Full Front	107	$3,965
STILLWATER 1890 CIRCLE Full Front	80	$2,606
OKLA STATE WRESTLING BLOCK Full Front	65	$2,232
COWBOYS SCRIPT Full Front	37	$1,552
PETE ROUNDEL — EMBROIDERED Left Chest / Embroidery	33	$2,667

PETE ROUNDEL — THIGH Left Thigh	31		$1,165
O-S-U STATE OUTLINE Full Front	29		$949
OSU WRESTLING BLOCK Full Front	10		$423
PETE ROUNDEL — CAP Cap Front / Embroidery	9		$325
OSU STILLWATER EST. 1890 Left Chest	8		$439
PETE ROUNDEL — LEFT CHEST Left Chest	1		$42

Gray bars mark designs recommended for review before the next store. Every unit price carried a $4 program upcharge — $2,784 total, 10.6% of store sales.

DESIGN BREAKDOWN

what sold with each graphic, and on what

01



COWBOY WRESTLING ARCH

TOP PERFORMER

Full Front · 31 products · 23% of all units

160	$6,010	$37.56
UNITS	STORE SALES	AVG / UNIT

Black 97 · Orange 25 · White 38

The clear winner — 23% of every unit sold. Worked on all three garment colors and carried 31 different products. Bring this one back.

STYLE	PRODUCT	STORE PRICE	QTY	SALES
NKBQ5231	Nike Dri-FIT Cotton/Poly Tee.	$39	17	$663
NKFD9863	Nike Club Fleece Sleeve Swoosh Crew	$62	14	$868
BC3413	BELLA+CANVAS ® Unisex Triblend Short Sleeve Tee.	$25	12	$300
1717	Comfort Colors Heavyweight Ring Spun Tee	$39	11	$429

STYLE	PRODUCT	STORE PRICE	QTY	SALES
18000	Gildan ® Heavy Blend™ Crewneck Sweatshirt	$28	11	$308
8000	Gildan ® DryBlend ® 50 Cotton/50 Poly T-Shirt.	$22	11	$242
18000B	Gildan ® - Youth Heavy Blend™ Crewneck Sweatshirt	$28	9	$252
18500	Gildan ® - Heavy Blend ™ Hooded Sweatshirt	$28	9	$252
DT6100	District ® V.I.T. ™ Fleece Hoodie	$39	6	$234
8400	Gildan ® - DryBlend ® 50 Cotton/50 Poly Long Sleeve T-Shirt.	$24	6	$144
8000B	Gildan ® Youth DryBlend ® 50 Cotton/50 Poly T-Shirt.	$22	6	$132
NKDR1499	Nike Club Fleece Sleeve Swoosh Pullover Hoodie	$68	5	$340
NKBQ5230	Nike Dri-FIT Cotton/Poly Long Sleeve Tee	$49	5	$245
BC4711	BELLA+CANVAS ® Unisex 10-Ounce Heavyweight Crewneck Sweatshirt	$49	4	$196
CN9473	Nike Therma-FIT Pullover Fleece Hoodie	$74	3	$222
BC3501	BELLA+CANVAS ® Unisex Jersey Long Sleeve Tee	$39	3	$117
ST406	Sport-Tek ® PosiCharge ® Tri-Blend Wicking Long Sleeve Hoodie	$39	3	$117
BC3001	BELLA+CANVAS ® Unisex Jersey Short Sleeve Tee	$25	3	$75
4424	Rabbit Skins - Infant Fine Jersey Bodysuit	$22	3	$66
BC7505	BELLA+CANVAS ® Women's Raglan Pullover Sponge Fleece	$43	2	$86
6014	COMFORT COLORS ® Heavyweight Ring Spun Long Sleeve Tee	$42	2	$84
BC3513	BELLA+CANVAS® Unisex Triblend Long Sleeve Tee	$42	2	$84
DT6101	District ® Women's V.I.T. ™ Fleece Hoodie	$39	2	$78
3023CL	Comfort Colors ® Women's Heavyweight Boxy Tee	$34	2	$68
BC3413Y	BELLA+CANVAS ® Youth Triblend Short Sleeve Tee	$29	2	$58
BC3001T	BELLA+CANVAS ® Toddler Short Sleeve Tee	$24	2	$48

STYLE	PRODUCT	STORE PRICE	QTY	SALES
INDLUXCREW	Independent Trading Co. - Lux Heavyweight Modal Crewneck Sweatshirt	$64	1	$64
NKFD9889	Nike Ladies Club Fleece Sleeve Swoosh Pullover Hoodie	$62	1	$62
BC3911	BELLA+CANVAS ® Unisex Sponge Fleece Classic Crewneck Sweatshirt	$43	1	$43
9018	COMFORT COLORS ® Youth Heavyweight Ring Spun Tee	$29	1	$29
18500B	Gildan ® - Youth Heavy Blend™ Hooded Sweatshirt	$28	1	$28

02

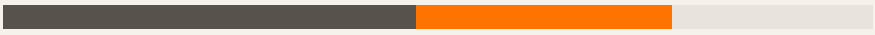


PISTOL PETE OSU WRESTLING

TOP PERFORMER

Full Front · 23 products · 18% of all units

126 UNITS | **$3,862** STORE SALES | **$30.65** AVG / UNIT



Black 60 Orange 37 White 29

Strong #2 on volume — and the 3-Tee Bundle is why: all 33 bundle tees carried this design. Skewed toward value tees and youth sizes, so it earned less per unit than the designs around it.

STYLE	PRODUCT	STORE PRICE	QTY	SALES
BC3001	BELLA+CANVAS ® Unisex Jersey Short Sleeve Tee	$25	33	$825
8000	Gildan ® DryBlend ® 50 Cotton/50 Poly T-Shirt.	$22	19	$418
1717	Comfort Colors Heavyweight Ring Spun Tee	$39	13	$507
8400	Gildan ® - DryBlend ® 50 Cotton/50 Poly Long Sleeve T-Shirt.	$24	13	$312
NKFD9863	Nike Club Fleece Sleeve Swoosh Crew	$62	7	$434
NKBQ5231	Nike Dri-FIT Cotton/Poly Tee.	$39	7	$273
18000	Gildan ® Heavy Blend™ Crewneck Sweatshirt	$28	6	$168
3321	Rabbit Skins - Toddler Fine Jersey Tee	$22	3	$66

STYLE	PRODUCT	STORE PRICE	QTY	SALES
4424	Rabbit Skins - Infant Fine Jersey Bodysuit	$22	3	$66
NKBQ5230	Nike Dri-FIT Cotton/Poly Long Sleeve Tee	$49	2	$98
BC3911	BELLA+CANVAS ® Unisex Sponge Fleece Classic Crewneck Sweatshirt	$43	2	$86
BC3513	BELLA+CANVAS® Unisex Triblend Long Sleeve Tee	$42	2	$84
9018	COMFORT COLORS ® Youth Heavyweight Ring Spun Tee	$29	2	$58
BC3413	BELLA+CANVAS ® Unisex Triblend Short Sleeve Tee.	$29	2	$58
BC3413Y	BELLA+CANVAS ® Youth Triblend Short Sleeve Tee	$29	2	$58
18000B	Gildan ® - Youth Heavy Blend™ Crewneck Sweatshirt	$28	2	$56
8000B	Gildan ® Youth DryBlend ® 50 Cotton/50 Poly T-Shirt.	$22	2	$44
BC7505	BELLA+CANVAS ® Women's Raglan Pullover Sponge Fleece	$43	1	$43
6014	COMFORT COLORS ® Heavyweight Ring Spun Long Sleeve Tee	$42	1	$42
NKBQ5234	Nike Ladies Dri-FIT Cotton/Poly Scoop Neck Tee.	$39	1	$39
NKDX8787	Nike Youth Swoosh Sleeve rLegend Tee	$34	1	$34
BC6400	BELLA+CANVAS ® Women's Relaxed Jersey Short Sleeve Tee	$29	1	$29
BC6413	BELLA+CANVAS ® Women's Relaxed Triblend Tee	$29	1	$29

03



POKES WRESTLING CHEVRON

TOP PERFORMER

Full Front · 23 products · 15% of all units

107 UNITS | **$3,965** STORE SALES | **$37.06** AVG / UNIT



Black 55 Orange 22 White 30

Third on volume but out-earned the #2 design per unit — buyers put this one on premium fleece. A keeper.

STYLE	PRODUCT	STORE PRICE	QTY	SALES
NKBQ5231	Nike Dri-FIT Cotton/Poly Tee.	$39	12	$468
18000	Gildan ® Heavy Blend™ Crewneck Sweatshirt	$28	12	$336
1717	Comfort Colors Heavyweight Ring Spun Tee	$39	10	$390
NKFD9863	Nike Club Fleece Sleeve Swoosh Crew	$62	8	$496
8400	Gildan ® - DryBlend ® 50 Cotton/50 Poly Long Sleeve T-Shirt.	$24	7	$168
8000	Gildan ® DryBlend ® 50 Cotton/50 Poly T-Shirt.	$22	7	$154
BC4711	BELLA+CANVAS ® Unisex 10-Ounce Heavyweight Crewneck Sweatshirt	$49	5	$245
INDLUXCREW	Independent Trading Co. - Lux Heavyweight Modal Crewneck Sweatshirt	$64	4	$256
NKBQ5230	Nike Dri-FIT Cotton/Poly Long Sleeve Tee	$49	4	$196
BC3513	BELLA+CANVAS® Unisex Triblend Long Sleeve Tee	$42	4	$168
BC3413	BELLA+CANVAS ® Unisex Triblend Short Sleeve Tee.	$29	4	$116
18000B	Gildan ® - Youth Heavy Blend™ Crewneck Sweatshirt	$28	4	$112
6014	COMFORT COLORS ® Heavyweight Ring Spun Long Sleeve Tee	$42	3	$126
BC3501	BELLA+CANVAS ® Unisex Jersey Long Sleeve Tee	$39	3	$117
3023CL	Comfort Colors ® Women's Heavyweight Boxy Tee	$34	3	$102
BC3001	BELLA+CANVAS ® Unisex Jersey Short Sleeve Tee	$24	3	$72
BC3001T	BELLA+CANVAS ® Toddler Short Sleeve Tee	$24	3	$72
4424	Rabbit Skins - Infant Fine Jersey Bodysuit	$22	3	$66
BC7505	BELLA+CANVAS ® Women's Raglan Pullover Sponge Fleece	$43	2	$86
8000B	Gildan ® Youth DryBlend ® 50 Cotton/50 Poly T-Shirt.	$22	2	$44
3321	Rabbit Skins - Toddler Fine Jersey Tee	$22	2	$44
NKDX8787	Nike Youth Swoosh Sleeve rLegend Tee	$34	1	$34

STYLE	PRODUCT	STORE PRICE	QTY	SALES
BC3413Y	BELLA+CANVAS ® Youth Triblend Short Sleeve Tee	$29	1	$29

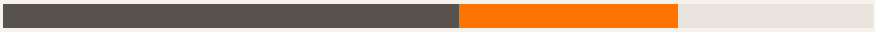
04



STILLWATER 1890 CIRCLE

Full Front · 18 products · 11% of all units

80 UNITS | **$2,606** STORE SALES | **$32.58** AVG / UNIT



Black 42 Orange 20 White 18

Reliable middle of the pack. The vintage 1890 angle earned a real audience without cannibalizing the top designs.

STYLE	PRODUCT	STORE PRICE	QTY	SALES
18000	Gildan ® Heavy Blend™ Crewneck Sweatshirt	$28	14	$392
8000	Gildan ® DryBlend ® 50 Cotton/50 Poly T-Shirt.	$22	9	$198
NKBQ5231	Nike Dri-FIT Cotton/Poly Tee.	$39	8	$312
18000B	Gildan ® - Youth Heavy Blend™ Crewneck Sweatshirt	$28	7	$196
BC7505	BELLA+CANVAS ® Women's Raglan Pullover Sponge Fleece	$43	6	$258
8400	Gildan ® - DryBlend ® 50 Cotton/50 Poly Long Sleeve T-Shirt.	$24	6	$144
8000B	Gildan ® Youth DryBlend ® 50 Cotton/50 Poly T-Shirt.	$22	5	$110
NKFD9863	Nike Club Fleece Sleeve Swoosh Crew	$62	4	$248
6014	COMFORT COLORS ® Heavyweight Ring Spun Long Sleeve Tee	$42	4	$168
BC3413	BELLA+CANVAS ® Unisex Triblend Short Sleeve Tee.	$29	4	$116
1717	Comfort Colors Heavyweight Ring Spun Tee	$39	3	$117
BC3001	BELLA+CANVAS ® Unisex Jersey Short Sleeve Tee	$24	3	$72
9018	COMFORT COLORS ® Youth Heavyweight Ring Spun Tee	$29	2	$58

STYLE	PRODUCT	STORE PRICE	QTY	SALES
INDLUXCREW	Independent Trading Co. - Lux Heavyweight Modal Crewneck Sweatshirt	$64	1	$64
NKBQ5230	Nike Dri-FIT Cotton/Poly Long Sleeve Tee	$49	1	$49
3023CL	Comfort Colors ® Women's Heavyweight Boxy Tee	$34	1	$34
BC3001T	BELLA+CANVAS ® Toddler Short Sleeve Tee	$24	1	$24
4424	Rabbit Skins - Infant Fine Jersey Bodysuit	$22	1	$22

05

OKLA STATE WRESTLING BLOCK

Full Front · 24 products · 9% of all units

65	$2,232	$34.34
UNITS	STORE SALES	AVG / UNIT



Black 33 Orange 18 White 13 Other 1

Solid mid-tier performer with a wide product spread (24 styles). Held its own on every garment color.

STYLE	PRODUCT	STORE PRICE	QTY	SALES
18000	Gildan ® Heavy Blend™ Crewneck Sweatshirt	$28	7	$196
18500	Gildan ® - Heavy Blend ™ Hooded Sweatshirt	$28	7	$196
BC3001	BELLA+CANVAS ® Unisex Jersey Short Sleeve Tee	$24	7	$168
NKBQ5231	Nike Dri-FIT Cotton/Poly Tee.	$39	6	$234
NKFD9863	Nike Club Fleece Sleeve Swoosh Crew	$62	3	$186
BC4711	BELLA+CANVAS ® Unisex 10-Ounce Heavyweight Crewneck Sweatshirt	$49	3	$147
6014	COMFORT COLORS ® Heavyweight Ring Spun Long Sleeve Tee	$42	3	$126
1717	Comfort Colors Heavyweight Ring Spun Tee	$39	3	$117
3023CL	Comfort Colors ® Women's Heavyweight Boxy Tee	$34	3	$102

STYLE	PRODUCT	STORE PRICE	QTY	SALES
8400	Gildan ® - DryBlend ® 50 Cotton/50 Poly Long Sleeve T-Shirt.	$24	3	$72
8000B	Gildan ® Youth DryBlend ® 50 Cotton/50 Poly T-Shirt.	$22	3	$66
ST406	Sport-Tek ® PosiCharge ® Tri-Blend Wicking Long Sleeve Hoodie	$39	2	$78
BC3413	BELLA+CANVAS ® Unisex Triblend Short Sleeve Tee.	$29	2	$58
18500B	Gildan ® - Youth Heavy Blend™ Hooded Sweatshirt	$28	2	$56
3321	Rabbit Skins - Toddler Fine Jersey Tee	$22	2	$44
NKDR1499	Nike Club Fleece Sleeve Swoosh Pullover Hoodie	$68	1	$68
BC3911	BELLA+CANVAS ® Unisex Sponge Fleece Classic Crewneck Sweatshirt	$43	1	$43
BC7505	BELLA+CANVAS ® Women's Raglan Pullover Sponge Fleece	$43	1	$43
BC3501	BELLA+CANVAS ® Unisex Jersey Long Sleeve Tee	$39	1	$39
DT6100	District ® V.I.T. ™ Fleece Hoodie	$39	1	$39
DT6101	District ® Women's V.I.T. ™ Fleece Hoodie	$39	1	$39
NKDX8787	Nike Youth Swoosh Sleeve rLegend Tee	$34	1	$34
BC3413Y	BELLA+CANVAS ® Youth Triblend Short Sleeve Tee	$29	1	$29
BC3001T	BELLA+CANVAS ® Toddler Short Sleeve Tee	$24	1	$24

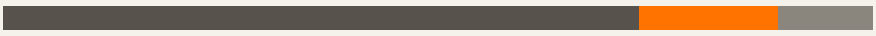
06



COWBOYS SCRIPT

Full Front · 7 products · 5% of all units

37 UNITS | **$1,552** STORE SALES | **$41.95** AVG / UNIT



Black 27 Orange 6 Other 4

Small run, expensive taste — script buyers put it on premium Nike and Comfort Colors pieces, averaging $42 a unit.

STYLE	PRODUCT	STORE PRICE	QTY	SALES
18500	Gildan ® - Heavy Blend ™ Hooded Sweatshirt	$28	14	$392
DT6100	District ® V.I.T. ™ Fleece Hoodie	$39	7	$273
NKDR1499	Nike Club Fleece Sleeve Swoosh Pullover Hoodie	$68	6	$408
NKFD9889	Nike Ladies Club Fleece Sleeve Swoosh Pullover Hoodie	$62	3	$186
BC7505	BELLA+CANVAS ® Women's Raglan Pullover Sponge Fleece	$43	3	$129
NKBQ5234	Nike Ladies Dri-FIT Cotton/Poly Scoop Neck Tee.	$39	2	$78
18500B	Gildan ® - Youth Heavy Blend™ Hooded Sweatshirt	$28	2	$56

07



PETE ROUNDEL — EMBROIDERED

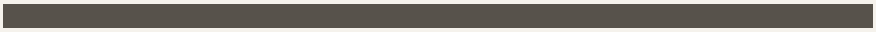
TOP PERFORMER

Left Chest / Embroidery · 10 products · 5% of all units

33
UNITS

$2,667
STORE SALES

$80.82
AVG / UNIT



■ Black 33

The quiet money-maker. Only 33 units, but at $81 per unit it out-earned designs with 3x its volume. Left-chest embroidery is the premium attach — keep it on outerwear and quarter-zips.

STYLE	PRODUCT	STORE PRICE	QTY	SALES
EB516	Eddie Bauer ® Packable Quilted Vest	$89	6	$534
NKFD9742	Nike Therma-FIT Pocket 1/4-Zip Fleece Hoodie	$74	6	$444
ST407	Sport-Tek ® PosiCharge ® Tri-Blend Wicking 1/4-Zip Pullover	$39	6	$234
NKDX6718	Nike Club Fleece Sleeve Swoosh 1/2-Zip	$74	5	$370
CT105533	Carhartt ® Super Dux ™ Insulated Hooded Coat	$202	3	$606
LST407	Sport-Tek ® Ladies PosiCharge ® Tri-Blend Wicking 1/4-Zip Pullover	$39	3	$117

STYLE	PRODUCT	STORE PRICE	QTY	SALES
CT106677	Carhartt® Quilted-Flannel-Lined Duck Active Jac	$139	1	$139
EB517	Eddie Bauer ® Women's Packable Quilted Vest	$89	1	$89
NKDX6720	Nike Ladies Club Fleece Sleeve Swoosh 1/2-Zip	$74	1	$74
EXP15WPQ	Independent Trading Co. - Women's Perform Quarter-Zip Pullover	$42	1	$42

08



PETE ROUNDEL — THIGH

Left Thigh · 7 products · 4% of all units

31 UNITS | **$1,165** STORE SALES | **$37.58** AVG / UNIT



Black 31

The bottoms companion — shorts, joggers, and sweatpants. Did its job as the leg-wear mark.

STYLE	PRODUCT	STORE PRICE	QTY	SALES
A4N5244	A4 Cooling Performance 7" Short	$22	14	$308
NKHM8045	Nike Club Fleece Jogger	$62	7	$434
EXP10PANT	Independent Trading Co. - Men's Perform Fleece Pants	$49	3	$147
IND330PANT	Independent Trading Co. - Unisex 10 oz. Heavyweight Fleece Joggers	$44	3	$132
SF100	Gildan ® Softstyle ® Midweight Pocket Sweatpants	$38	2	$76
LST485	Sport-Tek Ladies Repeat Short	$32	1	$32
18200B	Gildan® Youth Heavy Blend™ Sweatpant	$28	1	$28

09



O-S-U STATE OUTLINE

REVIEW FOR NEXT STORE

Full Front · 9 products · 4% of all units

29	$949	$32.72
UNITS	STORE SALES	AVG / UNIT

Black 13 · White 2 · Other 14

Bottom tier for a full-front graphic. The state-outline concept didn't connect the way the arch and mascot designs did — candidate to retire or rework.

STYLE	PRODUCT	STORE PRICE	QTY	SALES
BC3001	BELLA+CANVAS ® Unisex Jersey Short Sleeve Tee	$24	11	$264
1717	Comfort Colors Heavyweight Ring Spun Tee	$39	5	$195
18000	Gildan ® Heavy Blend™ Crewneck Sweatshirt	$28	5	$140
BC4711	BELLA+CANVAS ® Unisex 10-Ounce Heavyweight Crewneck Sweatshirt	$49	3	$147
INDLUXCREW	Independent Trading Co. - Lux Heavyweight Modal Crewneck Sweatshirt	$64	1	$64
NKBQ5231	Nike Dri-FIT Cotton/Poly Tee.	$39	1	$39
NKDX8787	Nike Youth Swoosh Sleeve rLegend Tee	$34	1	$34
18000B	Gildan ® - Youth Heavy Blend™ Crewneck Sweatshirt	$28	1	$28
8000	Gildan ® DryBlend ® 50 Cotton/50 Poly T-Shirt.	$22	1	$22

10



OSU WRESTLING BLOCK

REVIEW FOR NEXT STORE

Full Front · 5 products · 1% of all units

10	$423	$42.30
UNITS	STORE SALES	AVG / UNIT

Black 10

Only 10 units. Overlapped with the stronger block designs above it — a candidate to cut next store.

STYLE	PRODUCT	STORE PRICE	QTY	SALES
BC7505	BELLA+CANVAS ® Women's Raglan Pullover Sponge Fleece	$43	4	$172
18500	Gildan ® - Heavy Blend ™ Hooded Sweatshirt	$28	3	$84
INDLUXHOOD	Independent Trading Co. - Lux Heavyweight Modal Hooded Sweatshirt	$69	1	$69
NKDR1499	Nike Club Fleece Sleeve Swoosh Pullover Hoodie	$68	1	$68
18500B	Gildan ® - Youth Heavy Blend™ Hooded Sweatshirt	$28	1	$28

11



PETE ROUNDEL — CAP

Cap Front / Embroidery · 5 products · 1% of all units

9
UNITS

$325
STORE SALES

$36.11
AVG / UNIT



■ Black 8 ■ Other 1

Nine caps total across five styles. Headwear was flat across the board this store — consider fewer cap options next time.

STYLE	PRODUCT	STORE PRICE	QTY	SALES
NKFB6447	Nike Dri-FIT Legacy Cap	$36	4	$144
NKFB6448	Nike Stretch-to-Fit Mesh Back Cap	$39	2	$78
NKFB6444	Nike Dri-FIT Tech Fine-Ripstop Cap	$39	1	$39
169	Richardson Cannon 7-Panel Flatbill	$32	1	$32
111p	Richardson - Camo Washed Trucker Cap	$32	1	$32

12



OSU STILLWATER EST. 1890

Left Chest · 5 products · 1% of all units

8	$439	$54.88
UNITS	STORE SALES	AVG / UNIT

Black 7 · Other 1

Just 8 units, but at $55 per unit it lived on vests and jackets. Fine as a premium-only placement.

STYLE	PRODUCT	STORE PRICE	QTY	SALES
NKDR1499	Nike Club Fleece Sleeve Swoosh Pullover Hoodie	$68	3	$204
INDLUXHOOD	Independent Trading Co. - Lux Heavyweight Modal Hooded Sweatshirt	$69	2	$138
DT6100	District ® V.I.T. ™ Fleece Hoodie	$39	1	$39
18500	Gildan ® - Heavy Blend ™ Hooded Sweatshirt	$28	1	$28
18500B	Gildan ® - Youth Heavy Blend™ Hooded Sweatshirt	$28	1	$28

13



PETE ROUNDEL — LEFT CHEST

REVIEW FOR NEXT STORE

Left Chest · 1 product · 0% of all units

1	$42	$42.00
UNITS	STORE SALES	AVG / UNIT

Black 1

One unit. Effectively unused — cut it.

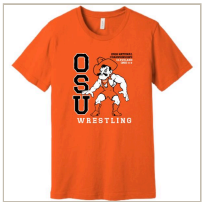
STYLE	PRODUCT	STORE PRICE	QTY	SALES
DT145	District ® Perfect Tri ® Long Sleeve Henley	$42	1	$42

Line totals are at store retail (base price; 2XL and larger carried a small size upcharge that is included in each design's store-sales figure). Store retail includes the $4-per-unit fundraising contribution.

THE 3-TEE NATIONALS BUNDLE

$75 · pick three jersey tees — black, orange, white







11 BUNDLES SOLD

33 TEES

$825 BUNDLE SALES

Every bundle tee carried the Pistol Pete 2026 Nationals design on the BELLA+CANVAS jersey tee. Buyers split their three picks 13 black / 10 orange / 10 white, and roughly 1 in every 23 orders was a bundle. The bundle accounted for 33 of the 60 jersey tees sold — it did its job as the store's low-friction entry point, and it single-handedly pushed the Pistol Pete design to the #2 spot on the leaderboard.

TOP PRODUCTS

across all designs — the 15 best-selling garments

STYLE	PRODUCT	STORE PRICE	DESIGNS	UNITS	SALES
BC3001	BELLA+CANVAS ® Unisex Jersey Short Sleeve Tee	$24	6	60	$1,467
18000	Gildan ® Heavy Blend™ Crewneck Sweatshirt	$28	6	55	$1,540
NKBQ5231	Nike Dri-FIT Cotton/Poly Tee.	$39	6	51	$1,989
8000	Gildan ® DryBlend ® 50 Cotton/50 Poly T-Shirt.	$22	5	47	$1,034
1717	Comfort Colors Heavyweight Ring Spun Tee	$39	6	45	$1,755
NKFD9863	Nike Club Fleece Sleeve Swoosh Crew	$62	5	36	$2,232
8400	Gildan ® - DryBlend ® 50 Cotton/50 Poly Long Sleeve T-Shirt.	$24	5	35	$840
18500	Gildan ® - Heavy Blend ™ Hooded Sweatshirt	$28	5	34	$952

STYLE	PRODUCT	STORE PRICE	DESIGNS	UNITS	SALES
BC3413	BELLA+CANVAS ® Unisex Triblend Short Sleeve Tee.	$29	5	24	$648
18000B	Gildan ® - Youth Heavy Blend™ Crewneck Sweatshirt	$28	5	23	$644
BC7505	BELLA+CANVAS ® Women's Raglan Pullover Sponge Fleece	$43	7	19	$817
8000B	Gildan ® Youth DryBlend ® 50 Cotton/50 Poly T-Shirt.	$22	5	18	$396
NKDR1499	Nike Club Fleece Sleeve Swoosh Pullover Hoodie	$68	5	16	$1,088
BC4711	BELLA+CANVAS ® Unisex 10-Ounce Heavyweight Crewneck Sweatshirt	$49	4	15	$735
DT6100	District ® V.I.T. ™ Fleece Hoodie	$39	4	15	$585

The jersey tee's 60 units include the 33 bundle tees — see the 3-Tee Nationals Bundle section above.

OFFERED, NEVER SOLD

eight products took zero orders

PRODUCT	STORE PRICE	UNITS
Carhartt ® Women's Gilliam Jacket	$129	0
Brooks Brothers ® Women's Diamond Quilt Full-Zip	$102	0
Nike Snapback Mesh Trucker Cap	$39	0
Nike Swoosh Bucket Hat	$39	0
Richardson Trucker Cap	$28	0
Port Authority ® Structured Camouflage Mesh Back Cap	$28	0
BELLA+CANVAS ® Youth Jersey Short Sleeve Tee	$24	0
Doggie Skins - Doggie Tank	$24	0

High-price women's outerwear and most alternate cap styles found no buyers. Trimming these tightens the store and focuses spend on what moves.

WHAT THE FANBASE BOUGHT

BY GARMENT COLOR

Black		417u · 60%
White		130u · 19%
Orange		128u · 18%
Other		20u · 3%
Camo		1u · 0%

BY CATEGORY

Tees		374u · $11,392
Fleece		249u · $10,398
Outerwear & Zips		33u · $2,649
Bottoms		31u · $1,157
Headwear		9u · $325

TAKEAWAYS

- **Five designs did the work.** The top five graphics moved 538 of 696 units — 77% of everything sold. Lead the next store with them.
- **The Cowboy Wrestling arch is the flagship.** 160 units across 31 products — nearly a quarter of the store on one graphic.
- **Embroidery earns a premium.** The left-chest embroidered mark averaged $81 per unit on quarter-zips, vests, and jackets — keep it exclusive to premium pieces.
- **Black is the team's color.** 60% of garments sold were black; orange and white split the rest almost evenly. Stock accordingly.
- **Fleece is the revenue engine.** Tees won on volume, but crews and hoodies produced nearly as many dollars on two-thirds the units.
- **Cut the tail.** Three designs and eight products produced almost nothing. A tighter store reads better and sells better.
- **Every sale gave back.** The $4-per-unit program upcharge raised $2,784 — 10.6% of store sales — without a separate ask.