COMPOUND SPORTSWEAR

PARTNERSHIP PROPOSAL V2 · AFTER OUR INTRODUCTORY CALL

YOUR PRIORITY CUSTOM TEAMWEAR PARTNER.

PREPARED FOR

MIDWEST SPORTING GOODS

Alli Sports Group · Brad Coble & Zac Lassiter



YOUR REPS COVER EVERY SPORT. SO DO WE.

Midwest covers roughly **500 schools** across Oklahoma, Arkansas, Texas, Kansas and the surrounding states, and is merging into Alli Sports Group with Baker's Sports, Johnson-Lambe and First Team Sports. Your reps are in those buildings every week. **We want to be the wrestling line they reach for first** — and the production partner that makes every one of those orders look easy.

01 WRESTLING IS OUR WHOLE BUSINESS

Not a line item inside a footwear company. Coach-founded in 2011, combat sports first, and tested in the room before it ships.

02 A VETERAN PRODUCTION SOURCE

Fifteen years of producing, sorting and shipping teamwear at volume — the consistency a low-cost overseas supplier cannot hold.

03 BUILT TO SIT BESIDE YOUR BRANDS

Custom singlets and combat gear alongside the Adidas, Under Armour, Cliff Keen and Asics lines you already carry — at dealer pricing built to leave your reps real margin.











YOUR CALL, ANSWERED.

Four things came out of our first call. This version of the proposal is built around them, and every one has a page behind it.

ZAC — MARKET STRATEGY

START WITH WRESTLING

Lead with singlets and core wrestling gear so the sales force is not overwhelmed, then open the rest of the line. **Our phased rollout is on page 10.**

BOTH SIDES — ACCOUNT PROTECTION

PROTECT THE REPS

No rep should get undercut by the manufacturer on a school they service. **Our written commitments are on page 12.**

STEPHANIE — PRICING

MARGIN THAT SELLS

The structure has to leave Midwest reps a healthy, sellable margin. **The full dealer sheet is on pages 14–15.**

BRAD — NEXT STEPS

PROVE IT WITH PRODUCT

Samples in your reps' hands, and pricing on Brandon's women's singlet program. **Both are moving — page 16.**



BUILT BY THE SPORT.
BUILT. DIFFERENT.

Compound Sportswear was founded in 2011 by Cliff and Stephanie Fretwell during the Save Olympic Wrestling campaign, for one reason: to give athletes high-quality, great-looking uniforms at a fair value. Today we are a full-service apparel company — **design, development, production and distribution** of team, branded, licensed and private-label apparel, across wrestling, baseball, softball, track & XC and performance training.

OUR MISSION

Design and manufacture custom teamwear that is both stylish and high-performing. Through proven processes and personal service, every customer feels supported and every product delivers beyond expectations.

OUR VISION

To be the trusted leader in custom apparel — recognized for unmatched quality and value, and for setting the standard in efficiency, service and community across every sport we serve.

2011
FOUNDED — 15 SEASONS STRONG

80K+
SUBLIMATED ITEMS PER MONTH

12K+
SCREEN-PRINTED SHIRTS PER WEEK

8,800+
TEAMS OUTFITTED AND COUNTING

HOW WE DISRUPTED CUSTOM TEAMWEAR.

Too much custom teamwear looks the same, ships late and misses on fit. We built Compound around the three things the market kept getting wrong: **the look, the product and the service.**

01

STYLE

- **Proven styles or full custom.** Start from a style in our guide, or have our in-house studio build something new.
- A new **style guide every season** keeps programs coming back for what's next.
- Teamwear that reads like a **brand**, in every program's own colors and marks.

02

PREMIUM PRODUCT

- **Full-dye sublimation** on our core uniforms — color dyed into the fabric, so it won't crack, peel or fade.
- Performance fabrics and cuts built for the mat, the diamond and the track.
- Men's, women's and youth fits, with **accurate size charts** for every piece.

03

SERVICE

- A **dedicated sales and design manager** on every account.
- Mockups back in **24–48 hours**.
- **Turnkey online team stores** we launch, run and ship for you.

DESIGNERS AND PRODUCT SPECIALISTS IN-HOUSE.

01

IN-HOUSE DESIGN STUDIO

Custom mockups back in **24–48 hours**, from designers who build teamwear every day.

02

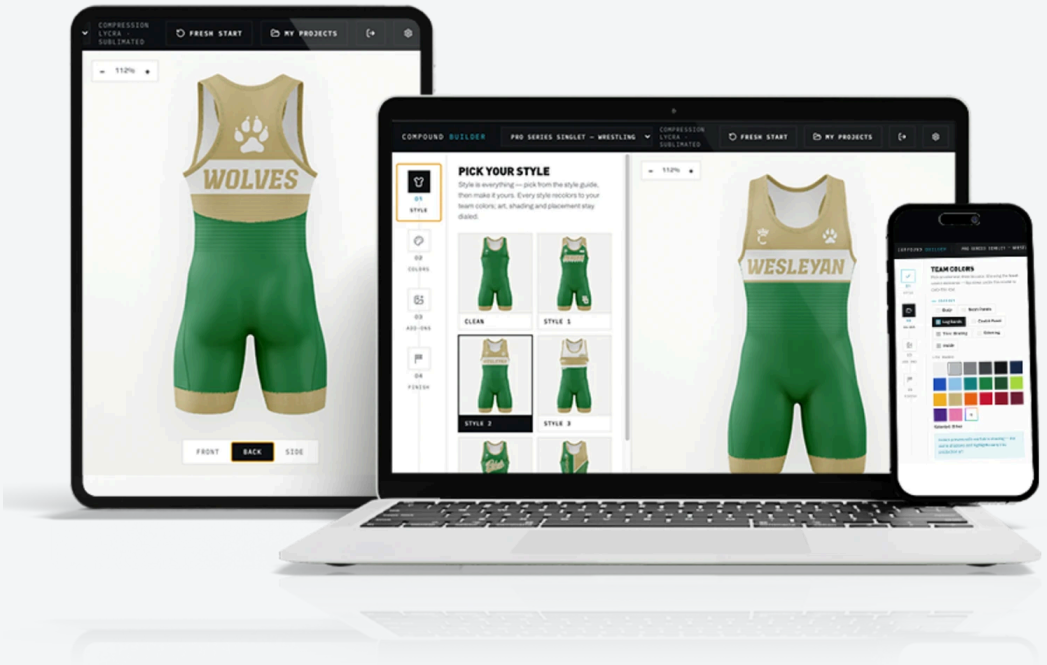
PRODUCT SPECIALISTS

They monitor trends in every sport we serve and drive product line refreshes and new product development around what's trending.

03

ACCOUNT MANAGEMENT

One point of contact per account, with documented approvals so nothing moves to production without sign-off.



THE COMPOUND DESIGN LAB

COACHES BUILD THEIR LOOK ONLINE

LAUNCHING LATE 2026

TWO PRODUCTION ENGINES. ONE STANDARD.

Decoration runs in our own building. Full sublimation runs at a dedicated overseas factory **we have partnered with for over a decade** — long enough to lock in our patterns, color standards and delivery rhythm.

IN-HOUSE · MCDONOUGH, GEORGIA

DECORATION & FULFILLMENT

Screen printing, direct-to-film and embroidery on our own floor — plus the sorting, bagging and shipping of every order.

12,000+ SCREEN-PRINTED SHIRTS PER WEEK

SCREEN PRINT | DTF | EMBROIDERY | SORT & BAG | SHIP

OVERSEAS PARTNER FACTORY · 10+ YEARS

FULL-SUBLIMATION CUT & SEW

Our core sublimated line — singlets, fight shorts, compression and more — on our patterns, to our standards. Minimum is **6 pieces**, and we take filler orders for the one athlete who joins late.

80,000+ SUBLIMATED ITEMS PER MONTH

SUBLIMATION | CUT & SEW | OUR PATTERNS | 6-PIECE MINIMUM | FILLER ORDERS

HIGH VOLUME. SAME RESULT, EVERY ORDER.

Hundreds of thousands of teamwear orders produced, sorted and shipped. Our turn times are published, and your reps can quote them with confidence.

PRODUCTION TIME	BULK ORDER	ONLINE TEAM STORE
SCREEN PRINT / DTF	**14** days	**19–21** days
WITH EMBROIDERY	**21** days	**26–28** days
WITH SUBLIMATION	**25** days	**30–32** days

All clocks start on **approved art**. Online store windows include 5–7 days to sort and ship. Bulk items ship from each production house as completed; store orders are held until complete, then bagged and shipped to each customer.

SORTED & BAGGED

Bulk orders arrive sorted and bagged, shipped to the main contact.

DIRECT TO FAMILIES

Team-store orders ship individually to each athlete's door.

TRACKED SHIPPING

Every order ships FedEx — tracked, dependable, every time.

SALES REPORTING

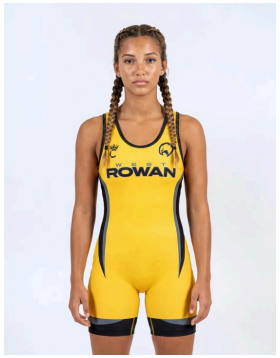
Quantity reporting by item and store, so reps know what sold.

ONE LINE.
EVERY SPORT.

WRESTLING | BASEBALL | SOFTBALL | TRACK & XC | PERFORMANCE



PRO SERIES
SINGLET



WOMEN'S
SINGLET



BASEBALL
JERSEY



SOFTBALL
JERSEY



TRACK & XC
SINGLET



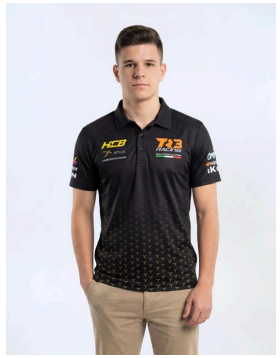
COMPRESSION
TOP & SHORT



PERFORMANCE
SHORT SLEEVE



HOODED
LONG SLEEVE



PERFORMANCE
POLO



MOMENTUM
1/4 ZIP



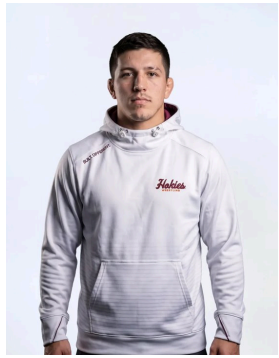
MOMENTUM
JOGGER



WARM UP
JACKET



PACKABLE
JACKET



MOMENTUM
HOODIE



FLEECE
CREW



SPORTS BRA
& SHORT

START NARROW. EARN THE REST.

Zac's call, and we agree: put one category in front of the reps, let them win with it, then open the line. Nothing below moves forward until the phase before it is working.

PHASE 1 — NOW

CORE WRESTLING

The products your reps already sell every season, in our make. One category, one conversation, easy to quote.

- PRO SERIES SINGLETS
- WOMEN'S CUT SINGLETS
- FIGHT SHORTS
- COMPRESSION TOPS & SHORTS

PHASE 2 — ONCE REPS ARE WINNING

WRESTLING PROGRAM

What the room buys after the uniform: the travel and training gear that turns one order into a program order.

- MOMENTUM WARM-UPS
- PERFORMANCE TOPS
- FLEECE & JOGGERS
- ONLINE TEAM STORES

PHASE 3 — ON REQUEST

THE FULL LINE

The same production behind the rest of your reps' accounts, when they ask for it.

- BASEBALL & SOFTBALL
- TRACK & XC
- PERFORMANCE / TRAINING
- SPIRIT & FAN WEAR

BUILT TO MAKE YOUR REPS WIN.

Your reps own the relationship. We do the heavy lifting behind it — **design, production, stores and fulfillment** — so every custom order strengthens the account instead of eating the rep's week.

01
40% DEALER MARGIN

Dealer pricing at 40% off MSRP on every item in the line. The full sheet follows.

02
DESIGN ON DEMAND

Send us a logo and colors. Mockups come back in 24–48 hours, ready for the rep to present.

03
TURNKEY TEAM STORES

We build and run online stores for your accounts, and families order direct.

04
SALES TOOLS

Seasonal style guides, size charts and sell sheets now; the online builder your reps can design in is launching late 2026.

05
SAMPLES

Product samples so reps can put the fabric and the fit in a coach's hands.

06
LOW MINIMUMS

Six pieces on sublimated custom, plus filler orders for late adds — so a rep never has to say no to a small school.

WE DON'T COMPETE WITH YOUR REPS.

The concern on the call was a manufacturer selling around the dealer and killing the margin. Here is what we will put in writing.

THE ACCOUNT BELONGS TO THE REP

A school your rep brings us is **registered to Midwest**. We do not quote it direct, and we do not take it back if the rep moves on.

EXISTING ACCOUNTS, CASE BY CASE

Where we already service a school in your territory, we bring it to you and sort it as partners, the way Zac described — not a price fight.

NO UNDERCUTTING, EVER

We will not sell a registered account below the price your rep is quoting — not direct, not through a store, not through another dealer.

LEADS IN YOUR STATES GO TO YOU

Inbound wrestling leads out of Oklahoma, Arkansas, Texas and Kansas get handed to your reps rather than quoted from Georgia.

FROM THE REP'S FIRST CALL TO THE TEAM'S FRONT DOOR.

01

MIDWEST REP

BRING THE OPPORTUNITY

Your rep sends the school's logo, colors, sizes and quantities — email or your builder, whatever is easiest.

Day 1

02

COMPOUND DESIGN

WE DESIGN IT

We build the mockups from that logo and those colors, so your rep walks in with art instead of a promise.

24–48 hours for mockups

03

COACH → CSR → PURCHASING

APPROVE & PO

Coach signs off, your CSR and central purchasing issue the PO, or we open a Chipply store for the program.

Approved art starts the clock

04

COMPOUND PRODUCTION

WE PRODUCE & DELIVER

Produced, sorted, bagged and shipped FedEx — to your warehouse, the school, or every family's door.

25 days, sublimated

UNIFORMS, PERFORMANCE & OUTERWEAR.

40% OFF MSRP ON EVERY ITEM



COMPETITION & PERFORMANCE

Singlets, shorts, tops and polos

ITEM	MSRP	DEALER	MARGIN
Pro Series Singlet	$80.00	**$48.00**	$32.00
Competition Series	$70.00	**$42.00**	$28.00
Fight Shorts	$65.00	**$39.00**	$26.00
Performance Shorts	$60.00	**$36.00**	$24.00
Performance Sleeveless Shirt	$58.00	**$34.80**	$23.20
Performance Short Sleeve Shirt	$60.00	**$36.00**	$24.00
Performance Long Sleeve Shirt	$65.00	**$39.00**	$26.00
Performance Sleeveless Hooded Shirt	$65.00	**$39.00**	$26.00
Performance Short Sleeve Hooded Shirt	$65.00	**$39.00**	$26.00
Performance Long Sleeve Hooded Shirt	$70.00	**$42.00**	$28.00
Sports Bra	$55.00	**$33.00**	$22.00
Performance Polo	$60.00	**$36.00**	$24.00



OUTERWEAR

Zips, warm-ups, joggers and packables

ITEM	MSRP	DEALER	MARGIN
Pro Series Performance 1/4 Zip Jacket	$75.00	**$45.00**	$30.00
Pro Series Performance Full Zip Jacket	$75.00	**$45.00**	$30.00
Momentum 1/4 Zip Jacket	$80.00	**$48.00**	$32.00
Momentum Full Zip Jacket	$85.00	**$51.00**	$34.00
Momentum Jogger	$90.00	**$54.00**	$36.00
Warm Up Jacket	$95.00	**$57.00**	$38.00
Hooded Warm Up Jacket	$100.00	**$60.00**	$40.00
Packable Jacket	$75.00	**$45.00**	$30.00

Prices per unit, in U.S. dollars. Margin shown is the dealer's gross margin per unit when sold at MSRP.

COMPRESSION, FLEECE & TRAINING.

40% OFF MSRP ON EVERY ITEM



COMPRESSION

Tops, shorts, tights and leggings

ITEM	MSRP	DEALER	MARGIN
Compression Top	$68.00	**$40.80**	$27.20
Sleeveless Compression Top	$65.00	**$39.00**	$26.00
Long Sleeve Compression Top	$75.00	**$45.00**	$30.00
Compression Short 7″ inseam	$65.00	**$39.00**	$26.00
Women's Compression Short 4.5″ inseam	$65.00	**$39.00**	$26.00
Long Tights	$75.00	**$45.00**	$30.00
High Waisted Legging	$75.00	**$45.00**	$30.00



FLEECE & LEGEND SHORTS

Hoodies, crews and training shorts

ITEM	MSRP	DEALER	MARGIN
Momentum Performance Hoodie	$90.00	**$54.00**	$36.00
Light Weight Performance Fleece Crew	$80.00	**$48.00**	$32.00
Performance Fleece Hoodie	$85.00	**$51.00**	$34.00
Performance Short Sleeve Fleece Hoodie	$80.00	**$48.00**	$32.00
Men's Legend Short 5″ inseam	$65.00	**$39.00**	$26.00
Men's Legend Short 7″ inseam	$65.00	**$39.00**	$26.00
Women's Legend Short	$65.00	**$39.00**	$26.00

Prices per unit, in U.S. dollars. Margin shown is the dealer's gross margin per unit when sold at MSRP.

NEXT STEPS

LET'S PUT IT IN THEIR HANDS.

01 Brad sends the shipping address — core wrestling samples go out the same week.

02 Brandon's women's singlet program: design details and quantities to Stephanie for pricing.

03 Confirm the wholesale structure that gives your reps the margin they need.

04 Map the order path — art, approval, PO and Chipply stores — between our two teams.

SALES

MAX MEJIA

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DESIGN

CLIFF FRETWELL

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COMPOUND SPORTSWEAR