THREE WAYS TO RUN A STORE

YOUR FANS WANT THE GEAR. WE RUN THE WHOLE STORE.

Compound builds, hosts, decorates, and fulfills your branded online store — at no cost to you. Fans order and pay direct. You pick the program that fits the moment: a short pop-up around a season or event, or a year-round shop that never closes. The product guidance in this document is drawn from recent collegiate wrestling fan stores we ran end to end.

THE THREE STORE PROGRAMS

Two pop-up formats and one always-on shop.

POP-UP · FORMAT 01
ONLINE STORE + BULK FULFILLMENT

Store opens for a set window. Everything produced in one run and delivered to a single address — you hand it out.

- Lowest cost per unit; no per-order shipping
- Simplest logistics — nothing ships to individuals
- Best for teams, schools, and clubs with a natural handout day
- One shipment, one contact, one delivery

DELIVERY
3–4 weeks from store close

POP-UP · FORMAT 02
ONLINE STORE + SORT & SHIP

Same store window. We pick, pack, and ship every order to the individual fan's door. Nobody distributes anything.

- Zero administrative load on your staff
- Reaches alumni, parents, and out-of-state fans
- Required for public fan stores — buyers aren't in one building
- Shipping collected from the fan at checkout

DELIVERY
3–4 weeks from store close

ALWAYS-ON · FORMAT 03
YEAR-ROUND PRINT ON DEMAND

A permanent shop on a curated assortment. No open and close dates. Each order is produced and shipped as it comes in.

- Never miss a moment — a win, a signing, a ranking
- No inventory, no minimums, no dead stock
- Tighter, curated SKU list keeps quality consistent
- Continuous revenue instead of two spikes a year

DELIVERY
14–21 days per order

STANDARD TIMELINES

From first call to product in hand.

PROGRAM	ART & SETUP	STORE OPEN	PRODUCTION & DELIVERY	FAN RECEIVES
Pop-up · Bulk fulfillment	**7–10 days**	**2 weeks**	**3–4 weeks**	**≈ 6–7 weeks from launch**
Pop-up · Sort & ship	**7–10 days**	**2 weeks**	**3–4 weeks**	**≈ 6–7 weeks from launch**
Year-round print on demand	**10–14 days**	**Always open**	**14–21 days**	**≈ 2–3 weeks from order**

STORE WINDOWS CLOSE ON PURPOSE

A pop-up runs **two weeks** with a hard close date. The deadline is what drives volume — open-ended stores stall. Production begins the day after close and runs **14 days** for screen print and DTF, 21 with embroidery, 25 with sublimation, plus 5–7 days to sort and ship. Extensions push every downstream date by the same amount.

WHAT IT COSTS YOU: NOTHING

Compound builds the site, produces the art, decorates, fulfills, and handles service. A set percentage of every sale goes back to the program — agreed at launch and built into the posted price, so the fundraising comes out of the margin, not out of your budget.

WHAT ACTUALLY SELLS

Drawn from recent collegiate wrestling fan stores. **The same pattern showed up in every one** — the assortment that works is narrower than most programs expect, and fleece carries far more revenue than its share of units suggests.

CATEGORY MIX

Share of units vs. share of revenue.

CATEGORY	% OF UNITS	SHARE	% OF REVENUE
Short sleeve tees	45.7%		34.3%
Crewneck fleece	18.3%		20.9%
Hooded fleece	13.7%		15.6%
Long sleeve tees	10.5%		10.1%
Outerwear & quarter-zips	5.6%		13.4%
Headwear & accessories	3.4%		3.0%
Bottoms	2.8%		2.8%

WHERE THE MONEY IS

Fleece is a third of units and over a third of revenue.

SEGMENT	% OF UNITS	% OF REVENUE	AVG PRICE
Tees (short + long sleeve)	56.2%	44.4%	$25
Fleece (crew + hood)	32.1%	36.4%	$37
Outerwear	5.6%	13.4%	$77
Headwear & bottoms	6.2%	5.8%	$30

THE TAKEAWAY

Tees bring fans into the cart. **Fleece and outerwear are 38% of units but 50% of revenue.** A store built only on tees leaves roughly a third of its potential on the table.

BEST SELLERS BY CATEGORY

Ranked by volume across the stores. Teal row is the category leader.

SHORT SLEEVE TEES

BELLA+CANVAS Jersey Tee BC3001 · $20	01
Gildan DryBlend Tee 8000 · $18	02
BELLA+CANVAS Triblend BC3413 · $25	03
Comfort Colors Heavyweight 1717 · $35	04
Nike Dri-FIT Cotton/Poly NKBQ5231 · $35	05

LONG SLEEVE TEES

Gildan DryBlend LS 8400 · $20	01
Comfort Colors Heavyweight LS 6014 · $38	02
BELLA+CANVAS Jersey LS BC3501 · $35	03
Nike Dri-FIT LS NKBQ5230 · $45	04
BELLA+CANVAS Triblend LS BC3513 · $38	05

CREWNECK FLEECE

Gildan Heavy Blend Crew 18000 · $24	01
Nike Club Fleece Crew NKFD9863 · $58	02
BELLA+CANVAS 10 oz Crew BC4711 · $45	03
B+C Women's Raglan Fleece BC7505 · $39	04

HOODED FLEECE

Gildan Heavy Blend Hoodie 18500 · $24	01
District V.I.T. Fleece Hoodie DT6100 · $35	02
Nike Club Fleece Hoodie NKDR1499 · $64	03
Sport-Tek Wicking LS Hoodie ST406 · $35	04

OUTERWEAR & QUARTER-ZIPS

Nike Therma-FIT 1/4-Zip NKFD9742 · $70	01
Sport-Tek Wicking 1/4-Zip ST407 · $35	02
Eddie Bauer Quilted Vest EB516 · $85	03
Nike Club Fleece 1/2-Zip NKDX6718 · $70	04

HEADWEAR & BOTTOMS

Richardson Camo Trucker 111p · $28	01
Nike Dri-FIT Legacy Cap NKFB6447 · $32	02
BOTTOMS — RANKED SEPARATELY		
A4 Cooling Performance Short A4N5244 · $18	01
Nike Club Fleece Jogger NKHM8045 · $58	02

THE OUTLIERS WORTH KNOWING

The camo trucker outsells every Nike cap. It was the #1 headwear item in two of three stores — a $28 novelty cap beating $32–$35 performance caps. · **Comfort Colors punches above its price.** The $35 1717 tee outsold the $18 youth tee. Fans will pay for a heavier garment. · **Nike sells, but as the upgrade.** Nike fleece and tees were roughly a fifth of units in their categories and a third of category revenue — carry them, but don't build the store on them.

PRICE POINTS

$20–24 moves units. $35+ makes the money.

BAND	% OF UNITS	% OF REVENUE
Under $20	12.7%	7.1%
$20 – $24	32.8%	22.2%
$25 – $34	14.2%	11.7%
$35 – $44	24.6%	27.4%
$45 – $59	8.1%	13.1%
$60 and up	7.6%	18.5%

PRICE IN A BARBELL

The $20–24 band is the engine — a third of all units. But **$45-and-up is 16% of units and 32% of revenue.** A store that caps out at $40 leaves the top third behind.

WHO IS BUYING

Unisex drives volume. Women's spends more.

AUDIENCE	SHARE OF UNITS	AVG PRICE
Unisex / men's	82.2%	$33
Youth & infant	11.1%	$22
Women's cut	6.7%	$39

WOMEN'S CUT — WHAT THEY PICK

B+C Women's Raglan Fleece BC7505 · $39	01
CC Women's Boxy Tee 3023CL · $30	02
B+C Women's Relaxed Tee BC6400 · $25	03
Sport-Tek Ladies 1/4-Zip LST407 · $35	04
District Women's Hoodie DT6101 · $35	05

YOUTH & INFANT

One in nine units. Keep it cheap and simple.

ITEM	RANK
Gildan Youth Crew 18000B · $24	01
Gildan Youth Tee 8000B · $18	02
B+C Toddler / Youth Triblend BC3001T / BC3413Y	03
Gildan Youth Hoodie 18500B · $24	04
Rabbit Skins Infant Bodysuit 4424 · $18	05

DESIGN COUNT: FEWER, NOT MORE

These stores carried seven to nine full-front designs. In every one, **the top three designs drove roughly two-thirds of all units.** Six to eight is the sweet spot.

TWO FINDINGS THAT CHANGE HOW YOU BUILD THE STORE

1 · Women's is small in units but the highest-value buyer. Only 7% of units — yet the highest average price of any audience at $39, and the top women's item is a $39 raglan fleece, not a tee. Women's shoppers skip the entry tee and buy the nicer piece. Six to eight women's-cut styles, weighted toward fleece, is the right footprint. · **2 · Black outsells the school's own colors about two to one.** Across all three stores, roughly **51% of garments sold on black bodies**, 26% on the team's primary color, and 23% on white or natural. Build every design to sit on black first.

RECOMMENDED STARTING ASSORTMENT

18–24 SKUS

TIER	WHAT TO CARRY	SKUS	EXPECTED SHARE OF UNITS
Core tees	One $20 jersey tee, one $18 basic, one $25 triblend, one $35 heavyweight	4	≈ 40%
Long sleeve	One $20 basic and one $38 heavyweight	2	≈ 10%
Core fleece	$24 crew, $24 hoodie, one mid-tier hoodie at $35	3	≈ 20%
Premium fleece	Nike crew and Nike hoodie — the upgrade tier that carries revenue	2	≈ 6%
Women's cut	Raglan fleece, boxy tee, relaxed tee, one ladies quarter-zip	4	≈ 7%
Youth & infant	Youth tee, youth crew, youth hoodie, infant bodysuit	4	≈ 11%
Headwear	One camo trucker, one structured performance cap	2	≈ 3%
Outerwear	One quarter-zip and one vest or jacket — optional, high revenue per unit	2	≈ 3%

PLAN FOR EXTENDED SIZES

About **16% of every store sold in 2XL and above** — consistent across all three. Carry the full S–4XL range on core bodies. The extended-size upcharge is collected from the fan, never from the program.

READY TO OPEN YOUR STORE — LET'S BUILD THE ASSORTMENT TOGETHER

Product guidance observed across recent collegiate wrestling fan stores. Percentages are directional averages from a limited sample, not guarantees — a different sport or audience may index differently.