

SPORTS TEAMS & CLUBS

INDUSTRY GUIDE

Everything you need to make an informed decision in the uniform buying and branding process.



EXPERTISE

KNOWLEDGE

EXPERIENCE



WHO WE ARE

The Fully Promoted Promise

Fully Promoted is the world's largest provider of branded apparel and promotional products.

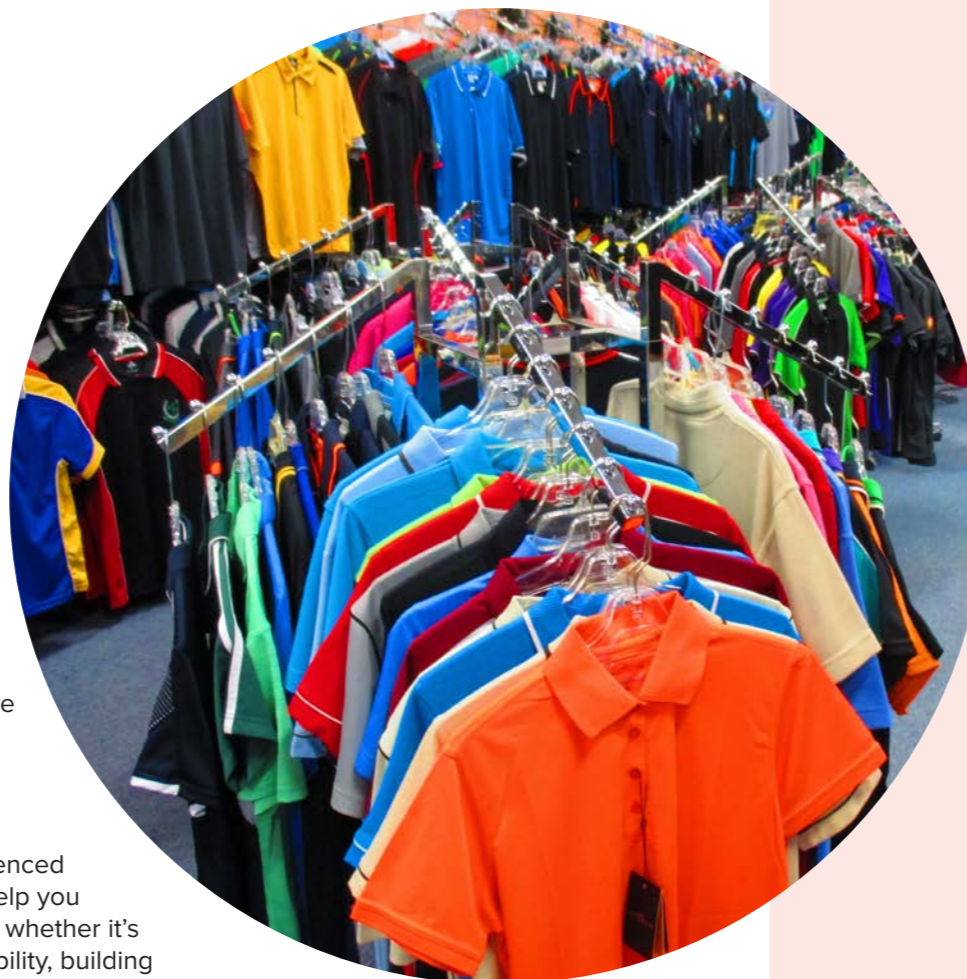
We are now over 50 strong across Australia, from Sydney to Perth, giving us huge national coverage.

At Fully Promoted, our mission is to empower businesses, organisations, and individuals to unlock their full potential through the art of uniforms and promotional marketing.

We are committed to helping our clients build strong and lasting connections with their audiences by providing high-quality branded apparel and custom promotional products.

With creativity, innovation, and a relentless dedication to excellence, we strive to be the premier partner for all your branding needs.

Our team of experienced professionals will help you achieve your goals, whether it's boosting brand visibility, building team morale, or creating memorable events.



THE FULLY PROMOTED DIFFERENCE

Why work with Fully Promoted?

REAL SHOWROOMS

Fully Promoted is a convenient one-stop-shop for all your branding and uniform needs. Our showrooms provide a tactile and personalised experience to help you make an informed decision in what is often a stressful task. Our friendly staff can advise you on garment selection and branding options based on your specific industry and brand requirements.

FULL SERVICE PARTNER

We're more than just a supplier, we're your branding partner. With over 20 years of experience and thousands of happy customers, we are perfectly placed to work with you to better understand your needs to create the perfect uniform solution. Our experienced team can guide you through all aspects of the process – from initial consultation all the way through to distribution and reordering.

ON-SITE BRANDING

We offer extensive customisation options, allowing you to tailor products to your unique brand identity, including state of the art in-house embroidery machines and printers.

SUPPLYING 100+ BRANDS

We have researched and sourced the most reputable and established local and international suppliers, so you can have full confidence that our uniforms are backed by the highest standards and quality at competitive prices.

REORDERING MADE EASY!

Partner with us to make ordering your branded uniforms and merch simple with your own online ordering system custom built for your organisation, making ordering and stock management easy. And the best part is it's a FREE service we offer our clients!

NATIONAL REACH

With over 50 stores Australia-wide, we can manage your uniforms nationwide through one single point of contact. Whatever the size of your team we can work with you to design, source, brand and distribute your uniform.



HOW TO COORDINATE YOUR LOOK

Unity, identity and practicality

Sports and club uniforms are more than just clothes, they are a powerful tool for building a strong and unified team, fostering team spirit and morale, and achieving success. Individual differences fade into the background and team members feel part of something much greater.

Uniforms are a symbol of the club itself. A well-designed uniform can become iconic, instantly recognisable to fans and competitors alike. They also need to prioritise comfort and functionality, and allow everyone to perform at their best.

Our guide will help you plan, brand and order your club uniform based on your specific needs.



EVERY INDUSTRY ROLE COVERED

1. Identify departments and roles requiring a uniform

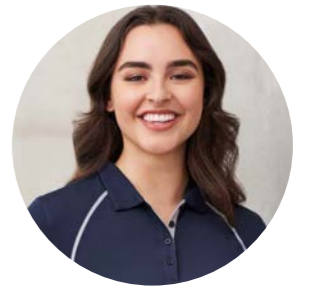
At Fully Promoted, we help organisations create a cohesive and professional image while ensuring that staff feel comfortable and confident in their attire. We have a comprehensive range of attire to meet brand requirements and the individual needs of each member of staff.

INDUSTRY SECTORS

- Professional Sports/Codes and Leagues
- Recreational Sports
- Social Clubs
- Youth and Student Clubs
- Amateur Sports
- Schools
- Universities
- Gyms, Fitness and Training
- eSports and Gaming
- Country Clubs
- Civic and Community Clubs
- Cultural and Arts Clubs
- Hobby and Interest Clubs

INDUSTRY ROLES

- Team/Club Members
- Students
- Players
- Coaches
- Medical and Allied Health Staff
- Personal Trainers
- Team Managers and Assistants
- Club Officials
- Operational and Logistical Staff
- Marketing and PR
- Security and Event Staff
- Volunteers



REQUIREMENTS

2. Pick styles and fabrics based on job roles and functions

STUDENTS, PLAYERS & ATHLETES

Uniforms need to be comfortable, allowing movement and keeping athletes cool. Specific garments will vary depending on the sport, while some sports may have specific regulations regarding fabric types, lengths or logo placements.

Performance polos are common uniform options, followed by a suite of activewear options, such as shorts, pants, leggings, hoodies and jackets.

Team identity and visibility are key for design, while factors like easy maintenance, durability, weather-resistance and safety features are also important. Fun bright colours can also unite the team visually.

By focusing on comfort, functionality and professionalism, athletes can focus on looking and performing at their best.



SPORTS STAFF, TRAINERS & COACHES

Sports staff uniforms need unrestricted movement indoors and outdoors while also projecting professionalism. Polos are versatile for their high performance and easy care fabrics and professional look. Add activewear such as seasonal jackets, track pants, leggings and shorts to complete the look.



OPERATIONAL STAFF

Regardless of position and role, presenting a polished and professional image is key. Basics like polos, collared shirts, blouses, and chinos are classic options. Neutral and muted colours are popular, but pops of colour can add character. Durability, functionality and comfort should always be prioritised.



MEDICAL STAFF

Health care uniforms prioritise safety and hygiene, but also comfort, ease of movement and breathability, as tasks can be physically demanding. Scrubs, tunics and long pants are common choices, plus PPE and closed toe shoes for additional safety. ID badges or branding with names and roles may be required for clearer identification.



SECURITY & EVENT STAFF

These roles require uniforms that are easily identifiable to ensure the safety of all students, visitors and staff, on and offsite. For a cohesive and professional image, these uniforms should be branded. Check the security protocols at your workplace first, and ensure you meet regulatory requirements.



CLUB MEMBERS

Most social, cultural and community clubs do not strictly require a uniform, but may use branded apparel and accessories to show affiliation or promote an event.

T-shirts, polos and hoodies are popular uniform options for clubs and are easy to brand. Promotional merchandise such as caps, pens, drink bottles, mugs and bags are popular as giveaways and member perks.

Consider the formality of your club (how strict is your dress code?) and your club's activities.



CLUB OFFICIALS & MANAGEMENT

Similar to coaches, uniforms for higher leadership roles require versatility while projecting authority and professionalism.

A dress shirt and suit jacket may be adequate for formal settings, while a branded polo shirt are appropriate for casual club settings.

Always consider the guidelines and culture of your workplace; some clubs may have a more formal or casual dress code.



The most important thing is that your team's uniforms are comfortable, distinctive, and consistent with brand guidelines.

3. Define your branding and choose an appropriate customisation for each uniform

Understanding your brand identity will guide your uniform choices.

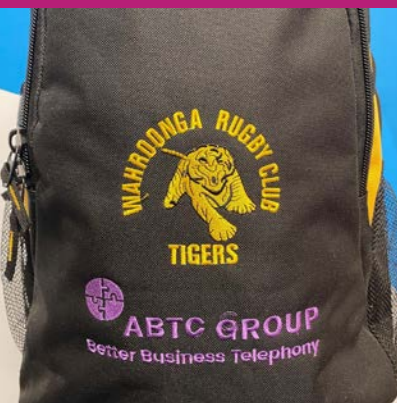
Your uniform is a visual representation of your brand. It should align with your brand's colours, logo, and overall aesthetic to maintain consistency. A cohesive uniform reinforces a consistent, professional, and recognisable brand image.

Are you aiming for a casual, friendly atmosphere, or a more formal, clinical look? At Fully Promoted, we offer a wide range of customisation methods to apply to your brand and uniform.

EMBROIDERY

For the most professional and durable look, embroidery still reigns supreme. It's never out of style, and it's what we do best.

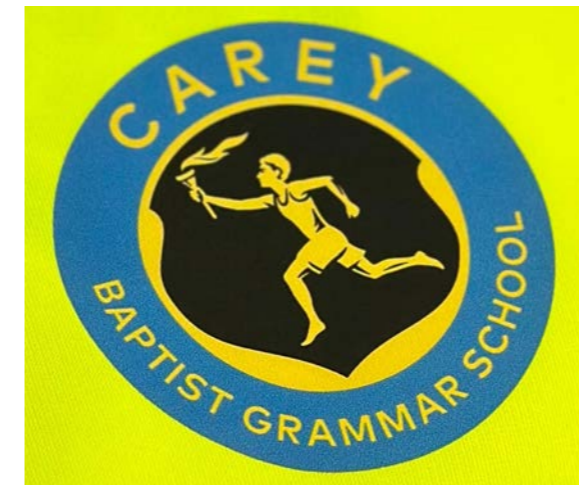
We use state-of-the-art embroidery equipment to produce greater precision and faster turnarounds. Our machines can handle complex designs, work with a wide range of thread colours for better colour matching, and offer a broad scope of customisation on various types of apparel and promotional products.



DIRECT TO FILM HEAT TRANSFER

DTF is a revolutionary heat transfer printing method that offers a vibrant and super high-definition solution for branding t-shirts. It blends the best of vinyl heat transfer with screen printing.

- Unlimited, vibrant colours. Fine details are preserved.
- Environmentally friendly – uses water based inks, no PVC.
- High stretchability and long lasting.
- Faster turnarounds.



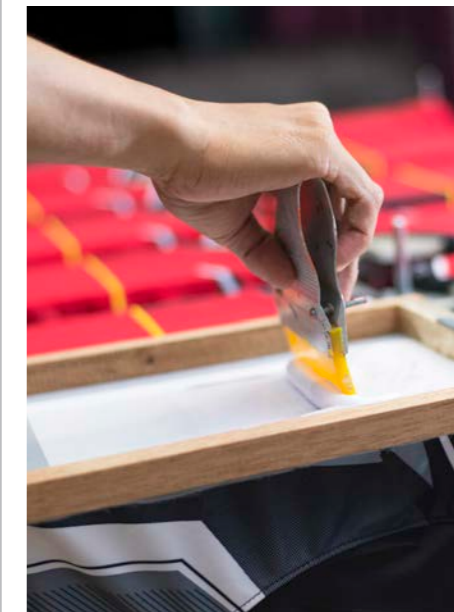
VINYL HEAT TRANSFER

Vinyl heat transfer printing involves cutting a design from coloured vinyl and using a heat press to transfer it onto fabric. This process delivers a clean and lasting look with vibrant colours, making it ideal for smaller quantities and designs that require sharp details.

- Perfect for low quantity runs.
- Popular choice for team and sports uniforms – easy to customise numbers and names.
- Works on all coloured fabrics and can even be used on hats/caps.

SCREEN PRINTING

Screen printing has long been a reliable and versatile branding method, despite newer and faster technologies now available. The process involves using stencils and multiple layers of ink to create detailed and long-lasting designs.



- Perfect for limited colour designs and well defined graphic elements.
- Thick ink creates excellent colour saturation and vibrancy, especially on dark fabrics.
- Cost effective for high volume orders.
- High versatility and durability.



DYE SUBLIMATION

Dye sublimation uses heat to transfer dyes onto polyester fabric. The dyes turn into a gas, permeate the fabric, and solidify, creating vibrant, long-lasting prints with excellent colour accuracy and a smooth finish.

- Allows a full coverage of colours, gradients, and photographic images.
- Durable and resistant to fading, cracking, or peeling.
- Well-suited for intricate and complex designs.
- Suitable for small batches.

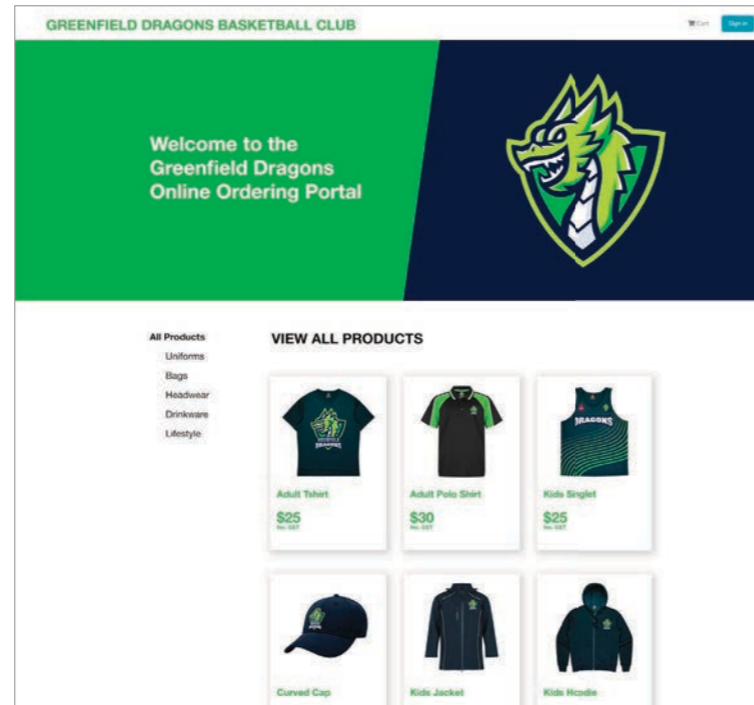
CASE STUDY

Creating a custom branded store for Greenfield High School Dragons



Greenfield High School's basketball team, the Greenfield Dragons, required a uniform update and an easy access portal for players, coaches and supporters to buy team apparel and promo gear.

We used the club's logo colours to style and brand a cohesive uniform and merchandise range. We then set up and hosted their online store. It is customised with their branding, easy to use, and secure for purchasing from.



This case study is purely fictional and created solely for illustrative purposes in this guide. It serves to show the potential of uniform branding and its impact. Any resemblance to real persons, companies, or events is purely coincidental.

SMART, EASY ORDER FULFILLMENT

Your Team's Own Uniform & Merch Store

Partner with us to make ordering your uniforms and merch simple with your own ordering portal customised to your needs. We build and manage all the behind-the-scenes tech, you use it to track, manage, and modify orders as you need them.

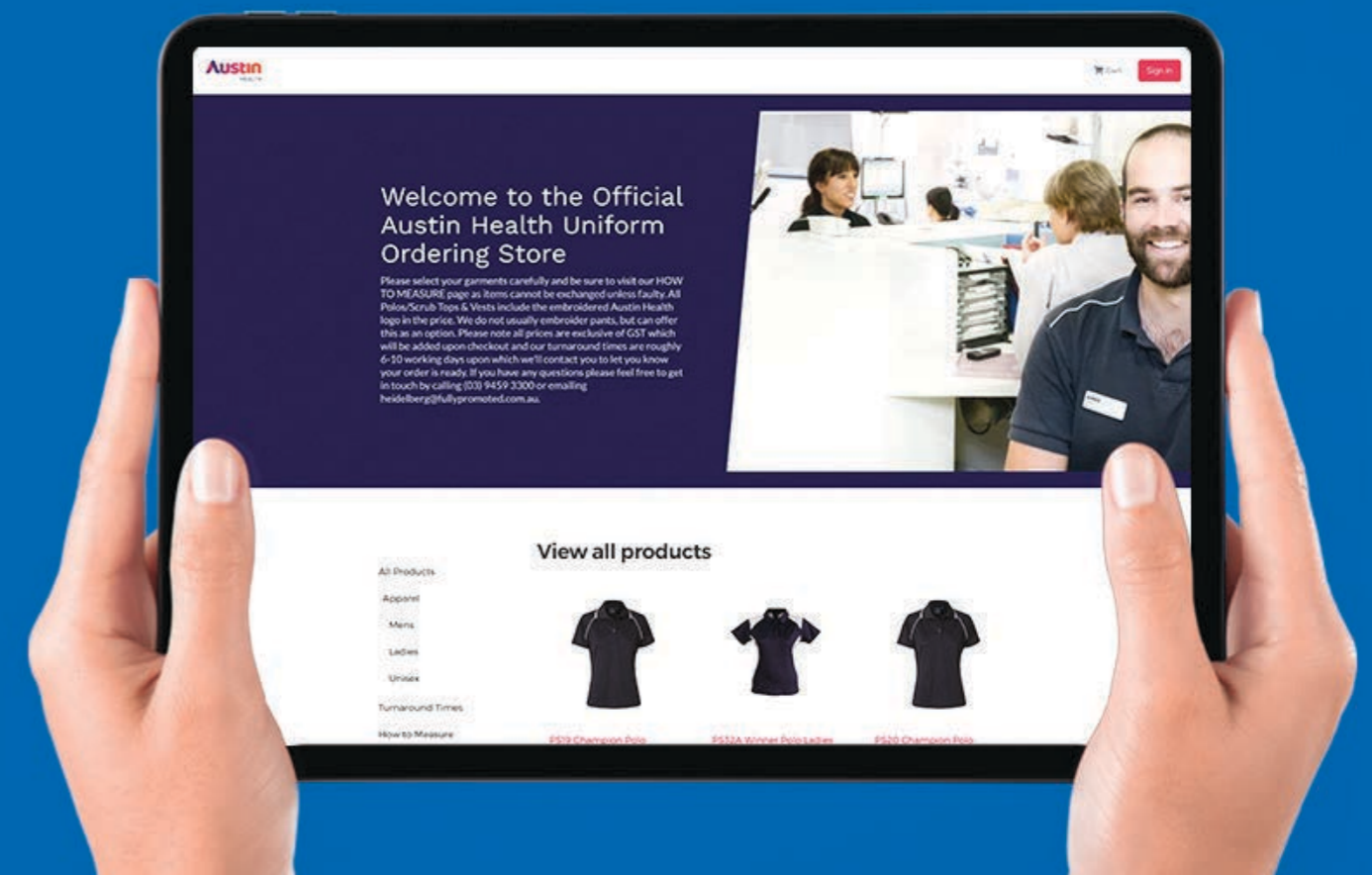
Our custom stores are FREE to set up! It's all part of our dedicated service.

- 1 We build and host your online store. We give you a custom URL to share with your team or customers.
- 2 Once an order is placed, we take care of every aspect of the process – from artwork and production to packing and delivery.
- 3 You can conveniently order items online anytime, anywhere. There's no need to carry stock, and you have the flexibility to add products whenever you need to.

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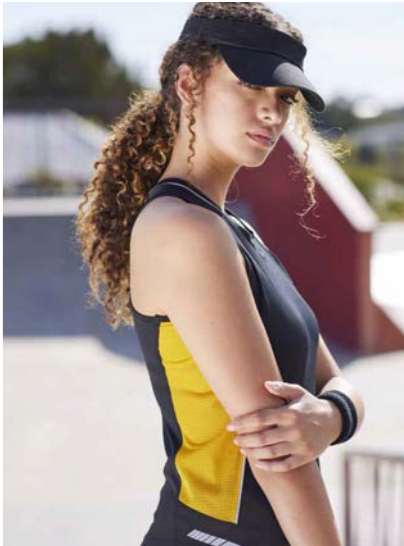
Fully Promoted has transformed our uniform management – they handle it all and make it so easy for us to reorder shirts. Highly recommend to anyone seeking a reliable ongoing uniform provider.

—DARRYL MILTON



OUR PRODUCT RANGES

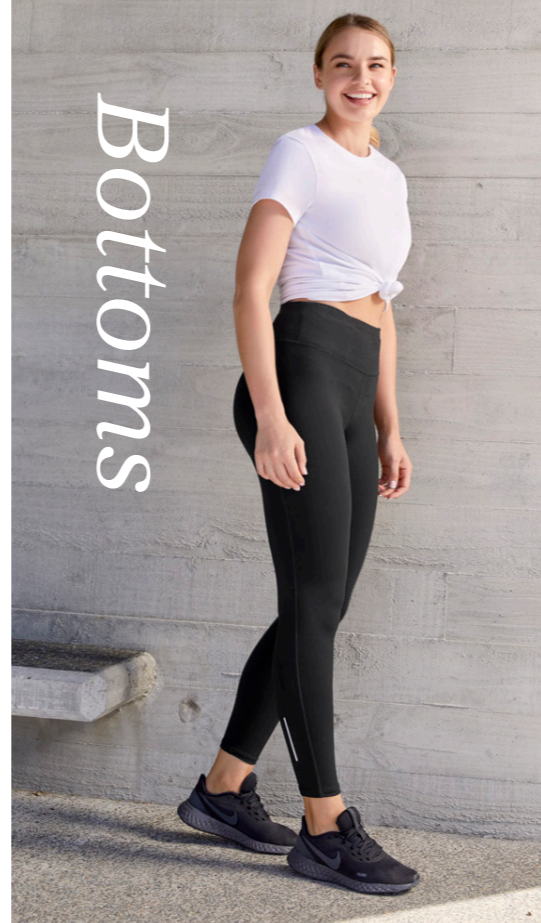
At Fully Promoted, our goal is to empower professionals in all industries to express their individuality, while maintaining a polished and cohesive look, that aligns with the unique demands of their work environments. We offer a diverse array of styles, colours, and sizes.







Bottoms



Our Key Sports Teams and Clubs Suppliers

Fully Promoted's commitment to collaborating with trusted suppliers underscores our dedication to delivering quality to our customers. By partnering with reputable suppliers, we ensure that the uniforms we offer meet the highest standards of durability, comfort, and style.



For a comprehensive list of suppliers please refer to our website: www.fullypromoted.com.au. Your local showroom's preferred suppliers may vary.



GO BEYOND YOUR LOGO

You've ordered your uniform, but have you also considered promotional products?

Having a strong and recognisable brand is essential to building trust with team members, staff and supporters, and creating a positive reputation in your community. Promotional products can be a valuable supplement to uniforms for several reasons:

- ➔ Promote brand visibility and marketing
- ➔ Create brand loyalty and memorability
- ➔ Build community relationships through events, gifts, giveaways, and sponsorships
- ➔ Present a professional and organised impression
- ➔ Boost staff and team morale
- ➔ Create an additional source of revenue



When selecting promotional products for sports clubs and teams, it's important to choose items that align with your brand or message and are relevant to your target audience.

At Fully Promoted, we provide an extensive range of promotional products and corporate gifts with a complete suite of in-house branding solutions to complement them. Talk to your local Fully Promoted consultants to discuss your promotional needs and options.

MAKE A MOMENT TO REMEMBER

Planning your next event?

Don't miss out on the chance to leave a lasting impression. Transform your event presence or mark a special occasion with custom-branded promotional gear.

From team apparel to fundraising merchandise – trust Fully Promoted to help you make it happen!



www.fullypromoted.com.au



The proof is in the praise – see why our customers love working with Fully Promoted!

“

What a great experience dealing with the team at Fully Promoted. They really know their products and what would work best for my company. I was always sent updates on my order from start to finish and very happy with the end products. I will definitely be a returning customer!

—TONY P.

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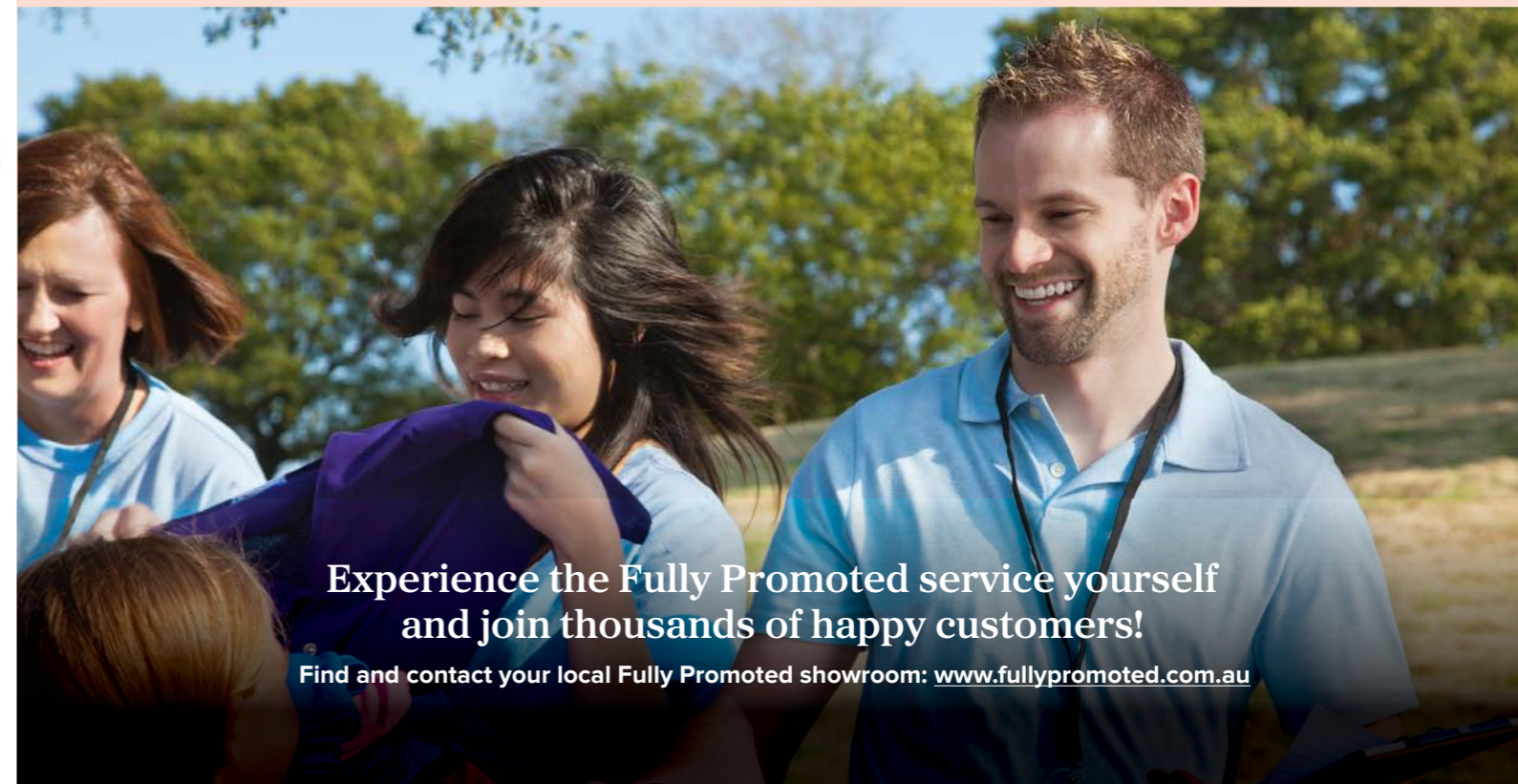
Fantastic customer service, products, service and turnaround time. There is no job too big or too small - the team are only too happy to help. We had embroidery done on shirts for some international delegates and they were very impressed with the quality. I won't go anywhere else!

—NATALIE S.

“

Thanks to Fully Promoted, our team always has good quality work wear that is super competitive on price. What sets Fully Promoted apart from their competitors is their approach to customer service – they know how to look after their clients. Thanks Fully Promoted!

—LEAH S.



Experience the Fully Promoted service yourself and join thousands of happy customers!

Find and contact your local Fully Promoted showroom: www.fullypromoted.com.au



YOUR LOCAL BRANDING PARTNER.

Your journey to a professionally branded team look starts here:

- REAL SHOWROOMS
- UNIFORM STYLING
- UNIFORM RANGE DEVELOPMENT
- EMBROIDERY & BRANDING
- CUSTOM ORDERING PORTAL
- ONGOING UNIFORM MANAGEMENT

LEARN MORE ONLINE

Visit our website to see our latest work and products, and sign up to our monthly newsletter: www.fullypromoted.com.au