

# Boardwalk Marketing

4726 Pittsburgh Avenue Erie, PA 16509 (877) 726-9555 [www.boardwalkmarketing.com](http://www.boardwalkmarketing.com)

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## TOP BUYERS OF DECORATED APPAREL

The following list has been compiled over many years and shows those “Categories of Opportunity” or specific “Types of Apparel Buyers” who buy Decorated Apparel. They are loosely organized into sets or groupings. A substantial number of these targets are “Traditional Decorated Apparel Buyers” which means their interest in traditional promotional products is likely limited. These buyers must be approached with a different mindset. You must think like an Apparel Decorator seeking their business, and not like a traditional PPD.

There are four KEY POINTS that cannot be forgotten:

1. If you want their business, your primary focus must be on apparel and on the art that is needed to produce that apparel.
2. Their interest is often in creative ART - not just a 1 or 2 color logo. You must provide consultative art expertise and often be able to provide them with ART services.
3. More often than not, your primary competition will be a direct selling screen printing company. IF that screen printer also sells promotional products, it will often be just a side business and you should have an advantage over the direct selling screen printer IF the client does want some promotional products or promotional services.
4. It is entirely possible that some or many of these “apparel targets” will buy promotional products. But the key to their hearts - and a long term relationship - is apparel.

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## PARTICIPATORY SPORTS EVENTS

- 5K's, 10K's, Marathons, Triathlons
- Athletic Clubs
- Cycling Events
- Golf Tournaments
- Running Clubs
- Fishing Tournaments

## SCHOOL TOURNAMENTS / TEAM EVENTS

- Cross Country Meets
- Volleyball Tournaments
- Track Meets
- Wrestling Tournaments
- Swim Meets
- Most sports have some kind of team event

## YOUTH SPORTING EVENTS

- Youth Soccer Tournaments
- Youth Baseball Tournaments
- YMCA Swim Teams - often host swimming meets

## YOUTH SUMMER CAMPS

- Youth Summer Camps
- Religious Camps and Retreats
- Sports Camps
- Standard Campgrounds

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## FUNDRAISING EVENTS

- Community Clubs
- Local Organizations and Groups
- Charities
- Voluntary Health Organizations

## GRADE SCHOOLS AND MIDDLE SCHOOLS

- Reading Programs
- Sportswear Sales - usually in the fall or around Thanksgiving for Christmas delivery
- School Events
- PTA/PTO
- Sportswear for all Athletic Teams - including players and parents

## HIGH SCHOOLS

- Varsity, JV, 9th Grade Sports Teams - especially parents and boosters
- Vast array of school organizations Band, Theater, National Honor Society, Student Government, etc...
- Sportswear Sales - usually in the fall or around Thanksgiving for Christmas delivery
- Coaching Staffs
- Hall of Fame Programs
- School Events
- Alumni Programs

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## COLLEGES AND UNIVERSITIES

- Student Life Director
- Special Events
- Human Resources
- Work Study Director
- Teams, Clubs, Organizations, Fraternities
- Campus Ministry
- Alumni Office
- All Academic Departments
- Orientation Director
- Recruitment Office

## HEALTHCARE AND HEALTH-RELATED

- Home Healthcare Providers
- Health and Fitness Clubs
- YMCA's
- Day Spas
- Company Health and Fitness Programs

## COMMUNITY AWARENESS

- Recycling Programs
- Environmental Groups
- Earth Day Events

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## SUMMER RECREATION

- Boating
- Canoeing
- Horseback Riding / Stables
- Hiking
- Fishing
- Kayaking
- Sailing Regattas
- Outdoor / Outing Clubs

## ADDITIONAL BUYERS AND TARGETS

- Wineries
- Craft-Breweries
- Bars / Clubs
- Social Clubs (Moose Club / Elks Club / Ethnic Clubs)
- Patriotic Clubs (VFW / American Legion)
- Political Organizations and Candidates
- Government Agencies
- Churches
- Religious Camps
- Hunting, Fishing, Archery, Taxidermy
- Hotels / Resorts
- Museums
- Souvenir and Gift Shops
- Pre-Schools
- Historical and Educational Destinations - Gift Shops and Special Events
- Marinas and Yacht Clubs and Boat Liveries
- Amusement Parks
- Community Causes
- Community Festivals and Fairs
- Summer Community Youth Programs
- Zoos

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## MANY OF THE FOLLOWING HAVE A MORE SUBSTANTIAL CONNECTION TO PROMOTIONAL PRODUCTS

- Banks and Credit Unions
- Car Dealers
- Insurance Companies
- Wholesale Distributors
- Trucking Companies
- Delivery Companies and Couriers
- Employment Agencies
- Nursing Homes and Senior Living Centers
- Financial Services
- Hospitals, Therapy Centers, Chiropractors
- Motorcycle Dealers
- Garden Centers
- Landscapers
- All Manufacturers
- Software Companies
- Gaming Companies
- Casinos
- Boat, RV, Snowmobile, Watercraft, 4-Wheel Vehicles, Bicycle Shops
- Copy Machine / Business Services

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## THE FOLLOWING ARE WATER-RELATED OPPORTUNITIES THAT ARE PERFECT FOR THE CLEAR GEL AND WATER DROP SPECIAL EFFECTS SHOWN IN THE FABRIC SQUARE SAMPLE SET

- Tropical Fish Stores / Aquariums
- Water Parks
- Community Pools
- Fishing Charter Companies
- Boat Manufacturers and Dealers
- Lifeguard Organizations
- State and National Parks
- Sightseeing Boats and Local Cruises
- Fishing Lodges
- Hunting Lodges
- Pool and Spa Sales and Maintenance
- Pool and Irrigation Contractors
- Resorts
- Water Fixture Manufacturers
- Aquatic / Swimming and Diving Centers
- Dive Shops
- Any company whose products relate to water