



Upper Darby School District Spiritwear Plan

For questions regarding the Upper Darby School District Spiritwear Store Plan, contact Aaronda Q. Beauford, Director of Communications, at abeauford@upperdarbysd.org.

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Executive Summary

The purpose of the Upper Darby School District (UDSD) Districtwide Spiritwear Plan is to promote district and school spirit throughout the Upper Darby School District community. School pride has wide-ranging benefits. In a 2014 Harris Polls survey of 1,300 students, several hundred parents and principals researcher found the following:

- Seventy-five percent of students with “the most school spirit” performed better than average (only seven percent of these students performed below average).
- Nearly 90 percent of those in that category felt very connected to their school and to their classmates.
- Students with “the most school spirit,” identified as having the most school pride, were much more involved in all activities at their school, and had parents who were much more likely to be active in the school and aware of their student’s work in class.
- Students with school pride, according to parents and principals, most often were happy and satisfied and had a higher self-esteem. They also more often reported having a group of good friends.

Source: Paterson, Jim, NASSP (March 2018)

The UDSD Spiritwear Plan increases brand awareness, promotes positive engagement with the Upper Darby School District brand and further helps to connect the Upper Darby School District community (students, family members, community members and alumni) in solidarity around the district brand.

Key Components of the UDSD Spiritwear Plan

The Upper Darby School District (UDSD) Spiritwear Program consists of the following four (4) key components:

1. Districtwide Online Spiritwear Store
2. School-level Online Spiritwear Stores
3. District-Approved Organization Fundraisers
4. Brick-and-Mortar Spiritwear Store

Through an e-commerce platform Upper Darby School District district alumni and those who have connections to the district are able to purchase official branded apparel and merchandise to show their Royal Pride wherever they are around the world. The UDSD Online Spiritwear Store will serve as a centralized location for official branded apparel and merchandise for the Upper Darby School District as we strive to provide *Opportunity*, promote *Unity* and showcase *Excellence*.

Pros Vs. Cons

A Districtwide Online Spiritwear Store provides many advantages:

- Serves as a streamlined system for securing district merchandise and official branded apparel
- Convenience of internet shopping
- Provides a uniform and safe payment method
- Provides an easy and flexible way for the district to manage consumer demands

Some disadvantages of transitioning to a districtwide online spiritwear store platform may be as follows:

- The cost of the items on the online spiritwear store may be prohibitive for some families.
- The shipping time for merchandise may present a challenge for some families.

These barriers have been mitigated by providing low-cost apparel and merchandise in local brick and mortar stores.

The Districtwide Online Spiritwear Store is serviced through BSN SPORTS. As a large e-commerce platform, the BSN SPORTS program provides several advantages to consumers, schools, athletic departments, clubs and organizations, and other school district programs. Other benefits include:

- 24/7, 365-day purchasing platform
- Incremental rebate credits to the school district

- Simple and intuitive platform for consumers
- Mobile and tablet friendly
- No customer order minimums
- A secure payment method
- Customization of apparel
- Customer service through the 'Contact Us' feature for customer questions, orders and returns



Cost

There is no direct cost to the school district. Indirect costs include:

- Program supervisory staff
- Marketing/Communications Tools

Revenue and Profits

The school district is paid a rebate credit on net sales from the UDSD Online Spiritwear Store. Rebates are earned at 10 percent in the form of a BSN SPORTS credit. Net Sales means revenues to BSN SPORTS from products sold, less the following:

- credits for returns processed during the same period
- sales, use, or excise taxes collected on the sale
- itemized charges for shipping, handling, and the like
- all applicable royalties paid by BSN SPORTS for such item under other agreements with the school/third party license management companies

The credit/rebate may be used:

- to purchase select items offered through the BSN SPORTS e-commerce platform

and/or

- as a form of payment for any new/existing invoice the district creates with BSN SPORTS

UDSD Online Spiritwear Store Customer Service

Questions regarding apparel and merchandise, orders and returns should be directed through the 'Contact Us' feature on the online store platform.

Link to Districtwide Online Store

Upper Darby School District

<https://sideline.bsnsports.com/schools/pennsylvania/upper-darby/upper-darby-school-district>

School-level Online Spiritwear Stores

Each school in the Upper Darby School District operates an online spiritwear store for purchasing of district-approved, official branded apparel and merchandise for its respective school. The BSN STORE e-commerce platform offers the advantages as previously outlined. School spiritwear is not available in local brick-and-mortar stores.

Cost

There is no direct cost to the schools. Indirect costs include:

- Program supervisory staff
- Marketing/Communications Tools

Revenue and Profits

Each school is paid a rebate credit on net sales from its school online store. Rebates are earned at 10 percent in the form of a BSN SPORTS credit. Net Sales means revenues to BSN SPORTS from products sold, less the following:

- credits for returns processed during the same period
- sales, use, or excise taxes collected on the sale
- itemized charges for shipping, handling, and the like
- all applicable royalties paid by BSN SPORTS for such item under other agreements with the school/third party license management companies

School online store credits/rebates can be used:

- to purchase select items offered through the BSN SPORTS e-commerce platform

and/or

- as a form of payment for any new/existing invoice the district creates with BSN SPORTS

School Online Store Support

Questions regarding apparel and merchandise, orders and returns should be directed through the 'Contact Us' feature on the online store platform.

Further inquiries regarding each school's online store should be directed to the Principal.

Links to School Online Stores

Aronimink Elementary School

<https://sideline.bsnsports.com/schools/pennsylvania/drexelhill/aronimink-elementary-school>

Beverly Hills Middle School

<https://sideline.bsnsports.com/schools/pennsylvania/upperdarby/beverly-hills-middle-school>

Bywood Elementary School

<https://sideline.bsnsports.com/schools/pennsylvania/upperdarby/bywood-elementary-school>

Charles Kelly Elementary School

<https://sideline.bsnsports.com/schools/pennsylvania/drexelhill/charles-kelly-elementary-school>

Drexel Hill Middle School

<https://sideline.bsnsports.com/schools/pennsylvania/drexelhill/drexel-hill-middle-school>

Garrettford Elementary School

<https://sideline.bsnsports.com/schools/pennsylvania/drexelhill/garrettford-elementary-school>

Highland Park Elementary School

<https://sideline.bsnsports.com/schools/pennsylvania/upperdarby/highland-park-elementary-school>

Hillcrest Elementary School

<https://sideline.bsnsports.com/schools/pennsylvania/drexelhill/hillcrest-elementary-school>

Kindergarten Center

<https://sideline.bsnsports.com/schools/pennsylvania/drexelhill/kindergarten-center>

Primos Elementary School

<https://sideline.bsnsports.com/schools/pennsylvania/primos/primos-elementary-school>

Stonehurst Hills Elementary School

<https://sideline.bsnsports.com/schools/pennsylvania/upperdarby/stonehurst-hills-elementary-school>

Westbrook Park Elementary School

<https://sideline.bsnsports.com/schools/pennsylvania/cliftonheights/westbrook-park-elementary-school>

Upper Darby High School

<https://sideline.bsnsports.com/schools/pennsylvania/drexelhill/upper-darby-senior-high-school>

District-Approved Group/Organization Fundraisers

Board-approved student clubs, groups and organizations, Athletics and Home and School Associations are permitted to operate temporary online stores in accord with the following student fundraising policies and administrative regulations:

[Policy 229. Student Fundraising](#)

[229-AR-0. STUDENT FUNDRAISING](#)

[229-AR-1. STUDENT FUNDRAISING APPLICATION FORM](#)

[229-AR-2. STUDENT FUNDRAISING FINANCIAL REPORT](#)

Board-approved student clubs, groups, and organizations shall be identified in line with [Policy 122. Extracurricular Activities](#), where it states, in part:

For purposes of this policy, extracurricular activities shall be those programs that are sponsored or approved by the Board and are conducted wholly or partly outside the regular school day; are marked by student participation in the processes of initiation, planning, organizing, and execution; and are equally available to all students who voluntarily elect to participate.

Apparel and merchandise offered through these online stores must be in accordance with the [Upper Darby School District Brand Identity and Style Guide](#).

Brick-and-Mortar Spiritwear Stores

Through an agreement with Ohioypyle Prints, Inc. the District offers an opportunity for the Royals and community members to purchase high quality district-approved, official

branded apparel, merchandise and souvenirs in select local stores. The list of participating stores is provided on the website and shared with the community regularly through the District's communications methods.

Cost

There is no direct cost to the school district. Indirect costs include:

- Program supervisory staff
- Marketing/Communications Tools

Revenue and Profits

Royalty payments are made to the school district based on 7% of the net sales invoiced to participating retail stores each quarter. The 7% commission is based off of the net sales after returns that are paid from the retail store to Ohiopyle Prints, Inc. Ohiopyle Prints, Inc. then makes payments within 30 days following the end of each calendar quarter.

Support

Questions regarding apparel and merchandise, orders and returns should be directed to the retail store manager.

Management of UDSD Online Spiritwear Store & Brick-and-Mortar Allocations

District and School-level Spiritwear Allocations Teams determine the allocation of the UDSD Online Spiritwear Store credits/rebates from net sales and brick-and-mortar store royalty payments to schools and school district programs.

The District Spiritwear Allocations Team

The District Spiritwear Allocations Team consists of the following members:

1. Assistant Superintendent of Pupil Services
2. Director of Curriculum
3. Director of Elementary Education
4. Director of Secondary Education
5. Student Representative

The Team manages allocations in consultation with the Curriculum Supervisor of Science, Health & Physical Education, and Family & Consumer Sciences.

Allocations Plan Processing

The District Spiritwear Allocations Team submits its BSN SPORTS rebate credit purchasing plan to the Director of Communications. The Director of Communications then works with the school district's BSN representative to process the order(s).

Ohiopyle Prints, Inc. submits royalty payments to the school district's Business Office. The Director of Communications provides the royalties report to the District Spiritwear Allocations Team. The Team then submits its spending plan to the Business Office for processing.

School Spiritwear Allocations Team

School Spiritwear Allocations Teams determine the allocation of the online store credits/rebates from sales for its respective school.

Each school's Spiritwear Allocations Team will consist of the following members:

1. Principal
2. Assistant Principal
3. Counselor
4. Social Worker
5. Teacher
6. Student Representative

Each School Spiritwear Allocation Teams submits its allocation distribution plan to the Director of Elementary Education or the Director of Secondary Education for review and approval.

The Director of Elementary Education or the Director of Secondary Education submits schools' BSN SPORTS rebate credit purchasing plan to the Director of Communications for processing.

Record Keeping

The Director of Communications maintains sales, credit/rebate, and royalties reports in and any additional record-keeping for the UDSD Online Spiritwear Store and the brick and mortar retail stores.

The Principal maintains reports and record-keeping for the School Online Spiritwear Store.

Marketing Plan

The Communications and Media Services Office will use multiple digital communications methods, modes and tools to promote the UDSD Online Spiritwear Store, each school's online store, and the local brick-and-mortar stores selling official Upper Darby School District apparel, merchandise and souvenirs. These include, but are not limited to:

- Alumni and Community Partners
 - Home and School Association independent communications platforms
 - Facebook Alumni page
- Electronic Monthly School Newsletters
- Electronic Monthly Districtwide Newsletter (Royal Scroll)
- Electronic Weekly School Mass Notifications (Wednesday Folder)
- Mass Communications System (ParentLink)
- Mobile App
- Public Access Channel
- Schoology
- Social Media (Facebook, Instagram, X, YouTube)
- UDHS Center Athletics Television Broadcasts
- Website
 - District Homepage

- School Webpages
- Athletics Webpage
- Community Bulletin Board

The Communications and Media Services Office will use multiple marketing strategies to promote the UDSD Online Spiritwear Store. These include, but are not limited to:

- Custom Grand Opening promotional materials and discount
- District-produced commercials
- Flyers
- QR codes
- Quarterly Districtwide Royal Spirit Days

The marketing frequency is as follows:

- Daily via the district website
- Daily via mobile app
- Daily on each school's webpage
- Daily on the Public Access Channel
- Bi-weekly via the District's social medias (Facebook, Instagram and X)
- Monthly in the Wednesday folder

Support

Inquiries regarding the UDSD Spiritwear Plan should be directed to the following email: udsdspiritwearsupport@upperdarbysd.org.