

Hello Families:

I hope that everyone is well and gearing up for a bit of family time over the Christmas break.

As many of you have heard, over the last few months it has been a goal to create a consistent branding across St. Dom's Athletics. The black and white means a ton to our kids and our Alumni - and improving our school's brand was something that as a school, we felt was necessary and needed a revamp.

We are excited to announce a partnership with BSN Sports for all our athletic apparel and equipment. Our relationship with BSN Sports will not only provide us opportunity at greater discounts on our needs but also will give back to the school at the end of the year with every purchase made by the school and our families. BSN Sports will also assist us as we begin our increased branding around the gym and the athletic fields moving forward! I am excited to really grow our school's brand and BSN will be a great partner to help us get there.

### **Nike**

In addition to the BSN Partnership - we have signed an exclusive agreement with Nike moving forward! Nike will be our preferred jersey outfitter and all equipment where Nike is available. Some sports will not offer the Nike branded equipment/apparel and I will work with BSN to provide alternatives in these situations.

We are the first school in Maine to sign an agreement with Nike, which is exciting in its own. With this Nike agreement, it opens up discounts for our families and school through BSN/Nike and future growth opportunities for our brand.

### **24/7 Live Store**

One great feature is the 24/7 Live Store through BSN. If you want to make purchases for your child, family members, Alumni or friends - you can do so at the Live Store anytime. These items will be shipped directly to you as well. There are many different types of items available through Nike, The North Face, New Era and the BSN Brand. The BSN brand is a great alternative if you are looking for something at a slightly lower cost but a similar professional look.

<https://sideline.bsnsports.com/schools/maine/auburn/saint-dominic-academy>

### **Team Stores**

Another cool feature is our opportunity to create Team Stores. The concept is probably pretty similar to what you are familiar with in the past BUT the costs will be at our BSN discount and offer our athletic teams a professional Nike and BSN option to purchase - branded the same - to provide a great look for the upcoming seasons.

Take a look at the MS & HS basketball store that was created for this Winter at the link --> . <https://bsnteamssports.com/shop/cRjYxhSaCQ>. We can also create team stores for extra curricular activities (non athletic) or any other events that you might have going on!

All St. Dom's athletic and extracurricular team stores moving forward will go through BSN.

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This is a very exciting time for our athletes and St. Dom's. This will be our official relationship for uniform and equipment for St. Dom's athletics. The options are endless and the opportunity for us to grow our athletic program with the help of BSN and Nike is immeasurable. The changes won't happen overnight but branding improvements will happen and in a positive way over time.

Please reach out if you have any questions!

Regards,

Andrew Pelletier

Athletic Director

Saint Dominic Academy