



Rock Solid IS OUR BRAND

Considerations as this relates to uniforms.

We will REPRESENT Rock Solid and our values. Among other things, we value kids and want to celebrate and showcase them at every opportunity. We will select uniforms with all of this in mind.

We want them to look and feel GREAT!

quality fabric and materials that will stand up to kids

Seams are a big issue with girls. Many are sensitive to those. But seams are stronger than applique technique.

Sublimation technology has opened up possibilities but there are challenges with printing and thickness.

We know that periods can show so we need to make dark choices for that area.

Easily see that WE ARE ROCK SOLID!

promoting ROCK SOLID over any specific brandname

We try to avoid obvious alignment with the color scheme of any local school district.

We don't want to overtly promote large companies that certainly may not hold our same values and beliefs.

BUILD OUR TEAM SPIRIT

Kids make THE ROCK SOLID team. Not one of the teams at Rock Solid.

Our uniforms need to "go together"

FIT and LOOK GOOD on all the athletes.

Some designs simply do not work for the age range we have.

When needing to outfit from a YS to an AXL, options do become limited. [Just the level 5+ girls, range in size from a standard YM to AM.]

We are also conscious of a lot of very different body types. God made us all perfect. All the athletes should feel as good as possible in their skin and their Rock Solid uniform.

Stay within promised budget.

A budget of \$350 for a 1st time uniform seems like it should be plenty.

Using resources in the most effective way is good for business and for families.

We don't want families to spend so much on uniforms that they can't attend as many meets.

For some, money is not an issue but that is not the case for many. We respect families and the sacrifice they make to have their kids in this sport.

Time Frame & delivery

Do everything possible to have uniforms here on-time. Without sizing 6 months early.

We've had close calls with some companies. Some companies just don't care about our small team.