



**Everything you need to set up your new
Custom Fan Shop**

Congratulations and welcome to the “Custom Fan Shop” program from SKOR and NACSCORP. We are thrilled to have you on board and look forward to providing you with years of incremental income. The guidance and tools that we will need to set up your e-commerce store will be important and will make our efforts turn into successful reward.

Please take the time to fill out this entire document, as it is vital to get your e-commerce site up and running quickly and efficiently.

1. Contact Information
2. Platform Choices
3. Design and Graphic
4. Product Categories
5. Logos
6. Licenses
7. Marketing Support
8. Other Initiative Items

Targeted Launch Date of SKOR Fan Shop _____
(Note: Target Launch date will be 30 days from the point the Contract, Skör Card and Vector Artwork are submitted and approved)

Contact Information:

Main Point of Contact from Institution
Institution:

Payments made through NACSCORP

Name:

Address:

City, State, Zip:

Phone:

Email address:



Platform Choice(s)

B2C - Basic Site
24/7 Fan Shop

B2B2C – Fundraising/Special Event Site
Open & Close Date _____

Design and Graphic Choices for FRONT page of Custom Fan Shop:

Header Logo _____ PMS Colors _____

Sub Logo _____ Additional _____

(this will be the logo showcased on the home page product grid)

SKOR Fan Shop Web Banner:(please list dimensions for banner) _____

PRODUCTS (please indicate any products you do not wish to have on your fanshop site. see www.cornell.skorfanshop.com for full product selection)

Products Categories not wanted on website _____

Apparel Categories not wanted on website _____

Apparel Colors not wanted on website _____

Institution Logos: (first 6 FREE set-up and no digitizing fees)

Logo 1 _____ Logo 2 _____ Logo 3 _____

Logo 4 _____ Logo 5 _____ Logo 6 _____

Contact me about additional logos

COMMENTS: _____

***IMPORTANT:** All logo artwork must be submitted in vector format. (Illustrator documents .ai or .eps) You may submit up to 36 total logos; please attach additional logos beyond the first six. Please note: A fee will apply for any logos after the first six that require digitization.

[Click Here to upload ALL Logo Artwork \(up to 6\) to our Upload Center](#) on submission of SKOR™ Card.

***IMPORTANT:**

- Recipient E-mail Field **MUST** Be: skorcard@skorsports.com
- Subject Field **MUST INCLUDE:** "School Name + Main Contact Name"



License Company:

Independent SMA LRG CLC NONE Don't know

• If "Don't Know" is selected licensee information must be submitted to sales rep and SKOR before Fan Shop will be able to be launched.

Marketing Support:

URL for SKOR Fan Shop ex:
(school name.customfanshop.com)_____

URL for Fan Shop back site to Institution's site_____

Market Program: Let us help!

Contact me about how to tie in my
Custom Fan Shop to my marketing campaigns

Other Marketing Notes

Check all Customizable Options you are interested in:

E-mail Campaign

Photo Store

Wrapping Paper

Fundraising

MVP Campaigns

OTHER

Name of person completing form_____

Please e-mail the completed SKOR CARD pdf document to
skorcard@skorsports.com when finished.