

Hello Breed Club Officers,

My name is Glenn Claar, and along with my wife, Stephanie, we own The Rabbitry Shoppe. We come from a breeding background, and like you, we understand what it means when your day starts in the barn and ends there, too. That's why we built our business around creating gear that truly reflects the pride you have in your breed—something you'd be proud to wear in the showroom or anywhere else.

We would like to offer your club the opportunity to partner with us by hosting official club gear directly on our website. Many clubs have experienced the challenges that come with traditional apparel programs—funds tied up in inventory that may or may not sell, minimum order quantities that require upfront commitment, managing multiple sizes and colors, transporting items to shows, shipping orders, and coordinating with members for sizing and payment. The goal of this partnership is to remove those burdens and create a simple, ongoing fundraiser for the club.

At-a-Glance Summary:

- 15% of all sales paid to the club
- Eliminate the stress of ordering, storing, and transporting apparel—no inventory, no minimum orders, no upfront product costs
- We handle design, production, orders, shipping, and customer service
- Dedicated club page with a direct access link
- Fully custom designs, including breed varieties and event-based gear
- Monthly payouts with sales reporting
- Club promotion directly impacts funds raised

One thing that sets us apart from traditional club apparel programs is our focus on quality. We prioritize comfortable, well-fitting garments made from premium materials that are breathable, lightweight, and soft enough for all-day wear. Combined with clean, modern designs, this creates gear people actually want to wear—not just something they buy and don't enjoy wearing. Our goal is to create pieces your members reach for regularly, for show days and everyday life.

Under this model, the club would receive 15% of all sales dollars generated from your collection. We handle the entire process—design, setup, production, order fulfillment, customer service, and shipping.

Your collection would be accessed through a direct link to a dedicated page on our website, keeping your items organized and separate from our main store. We are also open to working with your members to bring their ideas for club gear to life, including breed-specific designs, event-based apparel, and unique club concepts.

For new designs that require our artist to create original artwork, a one-time artwork fee is required. This typically starts at \$50 for a single variety design and can increase up to \$125 when the artwork is developed to support the current 7 varieties. This allows a single design to be offered in different varieties, so breeders can choose the one they prefer, which can help drive stronger interest and overall sales. Final pricing will depend on the scope and complexity of the design. Once created, this artwork can be used across multiple products and layouts at no additional artwork charge. If existing artwork is being used within a new design, no artwork fee will apply, provided the file meets our production standards.

A one-time digitizing fee of \$50 applies for embroidery designs. This covers the creation of an embroidery file that translates artwork into a format our machines can sew. This is not an automated process—it requires a skilled digitizer to ensure quality and appearance. This fee covers standard left chest and hat-sized designs (up to approximately 4" x 4"). Larger embroidery designs can be accommodated, with digitizing pricing addressed on a case-by-case basis.

We also work with trusted printing partners for larger-format items outside of our in-house capabilities. This allows us to offer a wider range of products beyond shirts, hoodies, and aprons while maintaining quality standards.

We do not allow AI-generated artwork to be used as final production art, as it often contains distortions, resolution issues, and inconsistencies that can affect print and embroidery quality and appearance. However, we do recognize it as a useful tool for helping communicate a design vision and guiding the development of finalized artwork. Artwork and digitizing fees are required upfront before any design or digitizing work will begin.

Available products can include, but are not limited to, t-shirts, hoodies, sweatshirts, hats, bags, blankets, aprons, jackets, and other specialty items as we continue to expand our offerings. Many items are available in youth sizes, as well as extended adult sizing up to 5X on select products.

Payouts to the club are issued on a monthly basis, along with a summary of sales for transparency.

While we handle all production and fulfillment, the promotion of the club's gear is the responsibility of the club. The success of the program is directly influenced by those efforts. Actions such as featuring it in your newsletter or guidebook, sharing on social media, and promoting it to and by your membership can have a meaningful impact on overall sales and funds raised. Any promotion we provide for your collection should be viewed as an added benefit.

If the club chooses to move forward, it is necessary to have a primary contact designated to work with us. This liaison would serve as the point of communication for approvals, artwork direction, and updates, and all club-related designs and product ideas would be submitted through this individual. We would need their name, email, and phone number. This person should have strong communication skills, be timely in responding to correspondence, and have access to club decision-makers to help ensure timely progress and meet project deadlines.

We appreciate the opportunity to be considered as a partner for your breed club. We look forward to hearing from you.

Thank you for your time and consideration,

Glenn & Stephanie Claar
The Rabbitry Shoppe



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