



# Missouri State High School Activities Association

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**Dr. Kerwin Urhahn, Executive Director**

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Davine Davis, Assistant Executive Director    Kevin Garner, Assistant Executive Director    Craig Long, Chief Financial Officer  
Greg Stahl, Assistant Executive Director    Tim Thompson, Assistant Executive Director    Jason West, Communications Director

**TO:            MSHSAA District, Sectional, and Quarterfinal Event Managers**

**FROM:        Craig A. Long, Chief Financial Officer**

**RE:            2011-12 Championship Series Souvenir Sales**

The MSHSAA is party to a contract with Missouri Cotton Exchange of Columbia, Missouri, whereby Missouri Cotton Exchange has been designated as the official souvenir vendor for all MSHSAA state championship series events.

This exclusive contract provides that member schools serving as host sites for MSHSAA sponsored District, Sectional, Quarterfinal, and Final events, shall sell souvenirs acquired only through Missouri Cotton Exchange. As the site manager of a host school, Missouri Cotton Exchange will contact you with a suggested quantity based upon the sales history of your district, sectional, or quarterfinal event. Following the event, all unsold items shall be returned to Missouri Cotton Exchange within 10 business days (unless alternative arrangements are agreed upon prior to the event), and the host site or selling party **retains** a 25% commission on the items sold.

The souvenirs available through this program include long sleeve and short sleeve T-shirts, depending on the season. The sales prices are pre-established at \$15 and \$13 for the long and short sleeve shirts, respectively. Missouri Cotton Exchange designs, and the MSHSAA approve the artwork. To view the approved artwork, visit [www.mshsaa.org](http://www.mshsaa.org) to find the MSHSAA merchandise link to Missouri Cotton Exchange. Prints will be two or three color graphics describing the sport or event, the district, sectional, or quarterfinal number and location, and may include school name(s) when desired. All shirts are 100% cotton, and typically white or heather gray in color. They are the same style and quality as those sold at MSHSAA state championship events.

Besides the contractual designation as the official souvenir vendor, Missouri Cotton Exchange has been a very supportive partner of the MSHSAA and our member schools. Missouri Cotton Exchange has for many years donated the apparel for the annual Sportsmanship Summit, Junior High Essay Contest and the New AD Summer Workshop. We have every confidence that MCX will take good care of you. Please see the comments from the owner/operator Jeff Glenn on the reverse side.

-Over-

*Missouri Cotton eXchange*  
**MCX Sportswear**  
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## **Lead Up Event T-shirt Sales Program**

At Missouri Cotton Exchange, our goal is to make the souvenir ordering process as easy for you as possible. Here is how it works:

1. About a week prior to a lead up event, i.e. Districts, Sectionals or Quarter Finals, we write a suggested order based on last year's sales and send this information to each host school. It will be sent to the school, using contact information provided by the MSHSAA office. ***There is no need to call us as every host school will receive the information.***
2. To take part in the T-shirt sales program, all you, your coach, or your booster club president has to do is simply sign and fax the form back to us. **The end.** If you or your representative has different ideas about quantities & sizes, make the adjustments and fax them back to us.
3. We will send your order, postage paid, to your school (or a designated address) a few days before the event. Along with your shirts we will include a settlement form to be completed at the sales end. This will act as your invoice when completed.
4. After the event, **you keep 25% of the proceeds**; send one check for the balance along with any unsold T-shirts back to us. You virtually have **no risk**. The only thing you pay is the return postage – if any. (Please send payment with-in ten days. If this is not possible due to school procedure, please send the completed settlement form and the unsold items with a note.)

We look forward to working with you this season!

Jeff Glenn