

## Gear Check

- ✓ Yellow or Green Rack Topper SALE Signage
- ✓ Yellow or Green Double Salesman Rack SALE Signage
- ✓ Yellow or Green Window Banners (*select locations*)
- ✓ Rally House Tent for **Outside** Events
- ✓ Salesman or Double Salesman Racks
- ✓ Foil/Mylar Balloons - \$20 budget (*complete Paid out in NetSuite and Sitoo*)
  - Balloons to be circle or star in shape
  - Balloons to be yellow or green (match color of balloon to signage color). If yellow or green is out of stock, gold or silver is the secondary option.



## Game Plan

### Outdoor Events Occur with Temperature 40° or Higher

Pop up the Rally House tent right in front of the store entrance or along the sidewalk with the heaviest foot traffic. Make sure it's visible from the parking lot. Think prime end-zone real estate!

1. Use 1-3 salesman or double salesman racks to group Clearance products by team → category → subclass.
2. Place these racks under the Rally House tent in front of the store.
  - a. Ensure tent is secure following the Securing Tent steps in Zipline library.
3. Add an inflatable mascot or crazy fan to add the energy.
4. Highlight styles with deep inventory where possible to show our fans all the MVPs!
5. Double-check all items are ticketed with markdown pricing.
6. Place SALE signage on every sidewalk clearance fixture and clip balloons to each corner of the tent.
  - a. At end of day, tape balloons to the sides of fixtures to prevent alarm system false alerts. Remove the tape each morning.
7. Add printed SALE signs and fun chalk-marker SALE messaging at the store entrance. Make it impossible to miss!

### Coach's Note

Outdoor tents do not need to be staffed with a team member. Keep End of Season SALE 5G fixtures in the team section front and focal to continue to experience inside the store.



*Outdoor Sidewalk Sale Execution Examples. Set-up varies by ownership.*

## Indoor Events Occur with Temperatures below 40°

Fixture presentation only inside. Do not use tent inside. Bring SALE fixtures to the front of the store or focal area in the team section.

1. Use salesman or double salesman racks to group Clearance products by team → category → subclass.
2. Highlight styles with deep inventory where possible to show our fans all the MVPs!
3. Double-check all items are ticketed with markdown pricing.
4. Place SALE signage on every sidewalk clearance fixture and clip balloons to fixtures.
  - a. At end of day, tape balloons to the sides of fixtures to prevent alarm system false alerts. Remove the tape each morning
5. Add SALE signs and fun chalk-marker SALE messaging at the store entrance. Make it impossible to miss!

### Coach's Note

Clearance racks brought to the front of the store should complement existing End of Season SALE 5G fixtures. Keep current End of Season SALE displays intact to showcase the full SALE lineup. Think of it as building a full roster for our guests.



*Indoor Sidewalk Sale Execution Examples. Set-up varies by ownership.*