



OUTDOOR EVENT MERCHANDISING IDEAS & INSPIRATION

A GUIDE FOR SEASONAL SELLING TO FESTIVALS, CONCERTS, RACES AND MORE



HERITAGE
JAZZ AND
BLUES



CONCERTS & FESTIVALS

As temperatures rise in the spring, people around the country enjoy celebrating the return outdoors at concerts and festivals, big and small.

- 1 **NE400** New Era® Flat Bill Snapback Cap
- 2 **NE1100** New Era® Interception Cap
- 3 **BC3413** Bella+Canvas® Unisex Triblend Short Sleeve Tee
- 4 **AA1927** District® Women's Perfect Tri® Racerback Tank
- 5 **DM138L** District® Women's Perfect Tri® Racerback Tank
- 6 **AA5064** Alternative Women's Backstage Vintage 50/50 Tee
- 7 **611701** OGIO® Pulley Cooler
- 8 **B118** Port Authority® Allie Tote
- 9 **BG406** Port Authority® Day Tote
- 10 **DM130** District® Perfect Tri® Tee
- 11 **DM130L** District® Women's Perfect Tri® Tee
- 12 **DT810** District® The Concert Fleece® Hoodie
- 13 **J7620** Port Authority® Denim Jacket
- 14 **DT356** District® Perfect Tri® French Terry Full-Zip Hoodie
- 15 **KS01** Port & Company® Knitted Scarf
- 16 **DT620** District® Spaced-Dyed Beanie
- 17 **B300** Port Authority® Jumbo Tote
- 18 **J333** Port Authority® Torrent Waterproof Jacket



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MARATHONS & RACES

- 1 429466 Nike Dri-FIT Swoosh Visor
- 2 PT38 Port Authority® Rally Towel
- 3 LOE327 OGIO® ENDURANCE Ladies Verge Racerback Tank
- 4 NEA200 New Era® Series Performance Crew Tee
- 5 ST390 Sport-Tek® PosiCharge® Electric Heather Tee
- 6 STA35 Sport-Tek® PosiCharge® Competitor™ Headband
- 7 TW59 Port Authority® Waffle Microfiber Fitness Towel
- 8 NKA1859 Nike Dri-FIT Tech Cap
- 9 NE1090 New Era® Tech Mesh Cap
- 10 STC36 Sport-Tek® PosiCharge® Competitor™ Mesh Back Cap
- 11 411095 OGIO® Breakaway Duffel
- 12 NEA523 New Era® Venue Fleece 1/4-Zip Pullover
- 13 LNEA133 New Era® Ladies Tri-Blend Performance Cinch Tee
- 14 NKBQ5231 Nike Dri-FIT Cotton/Poly Tee
- 15 TG0274 Nike Cinch Sack
- 16 LST390 Sport-Tek® Ladies PosiCharge® Electric Heather Sporty Tee
- 17 OE336 OGIO® ENDURANCE Peak Tee
- 18 LOE322 OGIO® ENDURANCE Ladies Racerback Pulse Tank
- 19 LOE402 OGIO® ENDURANCE Ladies Laser Tech Legging
- 20 LST304 Sport-Tek® Ladies Cadence Short
- 21 ST355P Sport-Tek® PosiCharge® Competitor™ Pocketed Short
- 22 NKBQ5230 Nike Dri-FIT Cotton/Poly Long Sleeve Tee
- 23 OE700 OGIO® ENDURANCE Fulcrum Full-Zip
- 24 LST357 Sport-Tek® Ladies PosiCharge® Competitor™ 1/4-Zip Pullover
- 25 LNEA522 New Era® Ladies Venue Fleece Full-Zip Hoodie
- 26 ST357 Sport-Tek® PosiCharge® Competitor™ 1/4-Zip Pullover



Summertime is all about the great outdoors. People spend months training for marathons and races – and like to show off their successes with logo'ed apparel.





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Food & Culture Festivals

- 1 BP31 Port Authority® Ultra Plush Blanket
- 2 A800 Port Authority® Market Full-Length Bib Apron
- 3 AA9575 Alternative Champ Eco®-Fleece Sweatshirt
- 4 AA9595 Alternative Challenger Eco®-Fleece Pullover Hoodie
- 5 DT612 District® Rip and Distressed Cap
- 6 BC3413 Bella+Canvas® Unisex Triblend Short Sleeve Tee
- 7 AA8051 Alternative Rider Blended Fleece Pullover Hoodie
- 8 AA8050 Alternative Indy Blended Fleece Zip Hoodie
- 9 LW668 Port Authority® Ladies Plaid Flannel Tunic
- 10 C914 Port & Company® Six-Panel Unstructured Twill Cap
- 11 NEA100 New Era® Heritage Blend Crew Tee
- 12 PC455 Port & Company® Fan Favorite™ Blend Tee
- 13 PC099LS Port & Company® Pigment-Dyed Long Sleeve Tee
- 14 BG412 Port Authority® Medium Cotton Canvas Boat Tote
- 15 BG413 Port Authority® Large Cotton Canvas Boat Tote
- 16 W668 Port Authority® Plaid Flannel Shirt
- 17 CS625 CornerStone® Heavyweight Sherpa-Lined Hooded Fleece Jacket
- 18 NE904 New Era® Colorblock Cuffed Beanie
- 19 A801 Port Authority® Market Half Bistro Apron



As the weather cools down, folks crave the food and drinks that celebrate the season. Cozy, warm looks are the perfect way to commemorate these great events.



BE A SALES SUPERSTAR ALL YEAR LONG WITH THESE 2019 trends

SPRING

Rich colors, textured fabrics and bold prints will all be hot this spring. When selling to festivals and concerts, think about how to incorporate these styling details into your products.



SUMMER

"Active rest" is a new idea where our activities promote rest and wellness. Look to active essentials like **soft base layers, lightweight mid-layers and energetic colors** to keep up with this trend.



AUTUMN

Celebrate back-to-school time with **plaids, ponchos and prints**. Look for **heavier weight shirts and fleece**, transitional pieces that adapt to a variety of weather conditions and **varsity styles** to mark the season and wear to your local food and wine event.



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DISTRICT

PORT & COMPANY

PORT AUTHORITY®

 **ALTERNATIVE.**

BELLA+CANVAS.



CornerStone®

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