



PRO-SHOP PROGRAM

# BRAND THE GEAR. KEEP THE MARGIN.

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Venue-branded sheaths, trophies & giveaways – printed to WATL/IATF spec, sold at your counter, marked up by you.



## THE PITCH

# WHY VENUES STOCK BULLSEYE

A pro-shop gear program, not a one-off order – your logo on the products throwers already want.

Project Bullseye makes **WATL/IATF-spec gear your throwers use every week** – branded for your house, priced for your pro shop. You buy at wholesale, award it as trophies or sell it at the counter, and keep the markup.

I'm Michael – I throw WATL and IATF out of Milford, CT, and I built Project Bullseye because the gear at most booths wasn't made by anyone who actually competes. Every sheath is dialed to league spec because I'm the guy testing it against a real blade. I run the printers myself, brand each piece **in** the filament – fused in, not stuck on – and I stand behind every unit that leaves my shop.

**43–56%** COUNTER MARGIN ON  
BRANDED GEAR

**0**

DEAD INVENTORY –  
EVERY BATCH MADE TO  
ORDER

**~2 wk**

LEAD TIME, REORDER  
ANY SEASON

**100%**

PRINTED & BRANDED IN  
MILFORD, CT



Cutting Edge Axe Throwing crowns its league champions in Project Bullseye Hype Chains.

PROVEN IN THE NORTHEAST · MILFORD, CT

AVAILABLE NOW

# THE LINEUP



## HYPE CHAIN

**Champion trophy.** Articulated printed cuban-link chain + custom medallion — your logo, season & year, the champion's name. The trophy they actually wear.



## BIG-AXE SHEATH

**WATL/IATF spec, ≤4 5/8" bit.** Single-piece PETG, dual-magnet snap closure. Your logo printed across both cheeks. Pro-shop resale.



## HATCHET SHEATH

**WATL/IATF spec, ≤4" bit.** Dual 60mm magnet closure, cutting-edge-down draw. Branded both cheeks — a daily-carry product members see every league night.



## MINI-SHEATH KEYCHAIN

**The booth-favorite giveaway.** NFC-ready mini sheath, your logo. Pennies to make — the grab-and-go item that puts your brand in every pocket.

All items branded with **your** venue logo — printed into the part, not stickered on. Made to order, minimum 6 per item.

## YOUR HOUSE, YOUR GEAR

**MAKE IT THEIRS**

Send me your logo. I turn it into a print-ready file and **fuse it into the gear across real filament layers** — multicolor or engraved. It won't peel, fade, or wash off like a sticker or a pad print. Reorders just re-run the saved file, identical every time.

- **Multicolor or engraved** — your logo reads as premium molded-in detail, both cheeks of every sheath.
- **Your colors** — matched to your brand from the palette, not a stock option.
- **Season & champion text** — medallions carry the year, league name, and winner.
- **One file, every batch** — set it up once, reorder all season with zero rework.

**SIMPLE ENGRAVING**

Clean single-tone logo, debossed into the part.

**2-COLOR DESIGN**

Logo + accent printed in two filament colors.

**4-COLOR DESIGN**

Full multicolor artwork — the showpiece tier.

**IN DEVELOPMENT — ASK ABOUT EARLY ACCESS****CHALLENGE COINS**

Venue-branded tokens for milestones, memberships & front-desk sales.

**COIN DISPLAY**

Branded stand that turns earned coins into a collection worth chasing.

**COIN-HOLDER SHEATH**

A sheath with a seated venue coin — keepsake + achievement in one.

## THE NUMBERS

# WHOLESALE PRICING & TERMS

VENUE-BRANDED PRODUCT	MSRP	YOU PAY	YOUR MARGIN	MOQ
Hype Chain – champion trophy	\$25	\$14	\$11 · 44%	6
Hatchet Sheath	\$30	\$17	\$13 · 43%	6
Big-Axe Sheath	\$35	\$20	\$15 · 43%	6

**One-time logo setup: \$25** per venue (turns your logo into a print-ready file). **Waived** with the Season Locker. Mini-Sheath Keychains available as a free giveaway add-on – ask.

## THE SEASON LOCKER

**BEST VALUE**

Commit to a full season – any mix of 20+ units – and lock it in.

- ✓ **Hype Chains at \$11 each** – your champion trophies, your logo
- ✓ **\$25 logo setup waived**
- ✓ **Locked pricing all season** – reorder anytime at the same rate
- ✓ **Free sample chain** with your logo before you commit a dollar

### MINIMUMS

**6 per item.** One logo file, one clean batch – mix products to hit 20+ for the Locker.

### LEAD TIME

**~2 weeks** per batch, made to order. Reorder every season changeover.

### TERMS

**50% deposit** to start the batch, balance before it ships. First order prepaid.

**TYPICAL VENUE MARGIN: 43–56%**



LET'S BUILD YOUR PROGRAM

# LET'S STOCK YOUR COUNTER.

Tell me your league size and season schedule, and I'll send a full rate sheet plus a free sample chain in your venue's colors – no commitment.

**REQUEST YOUR RATE SHEET +  
FREE SAMPLE**

EMAIL

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