



Merch is our business so it doesn't have to be yours.

No fees

No subscriptions

No order forms

No spreadsheets

No boxes of leftover sizes

Just payouts!

We design and run your fan gear store that fundraises for your club all year.

We design, build, and run your custom store, so your staff and volunteers never have to touch it. Your club just earns quarterly payouts.

How It Works



1. You Sign Up

Fill out the form – takes 30 seconds (we timed it!)



2. We Design

On-trend, retail-quality apparel in brands & colors people love.



3. Store Goes Live

Players, parents & fans shop your branded store.



4. We Promote It

QR posters, social posts & newsletter content – we create & share with you.



5. You Get Paid

50/50 profit split, paid quarterly via ACH.

What Your Club Gets

- ✓ Custom-branded online merch store
- ✓ On-trend, retail-quality apparel
- ✓ Quarterly payouts via ACH (50/50 split)
- ✓ Quarterly Store Insights report
- ✓ Staff apparel & special events support
- ✓ Zero upfront cost – ever

What Bout It Handles

- ✓ Product design & mockups
- ✓ Store setup & hosting
- ✓ Order fulfillment & shipping
- ✓ Customer service
- ✓ Marketing asset creation
- ✓ Payment processing & reporting

Your club keeps 50% of the profit on every sale – far more than the typical 10–20% fan gear commission.

Built by a mom to help fund clubs, schools, and community brands.

50+ organizations run their merch programs on Bout It.

Your Club Store can be live in a week.

Visit boutitmerch.com/fan-gear-wear, or scan the QR code.

Scan to sign up

