

Hockey Donkey's Newsletter – May 2017

Donkeys,

As we've grown into a larger organization, we've needed to update and streamline our SWAG fulfillment process. I wrote this memo to clear up current confusion on the order/delivery process, and to set the new expectations with our new process. Feel free to reply directly if you have any questions.

The Fulfillment Process:

Donkey gear with our next level sex appeal doesn't happen overnight. Our roster grows by 1-2 new teams (~20-30 new players) nearly every season. This is awesome but logistically challenging when 50 players want 30 *different* items delivered across 5 different rinks via Amazon Prime in 2 days. Except we don't own Amazon **yet**.

So, until we do, the only way we can handle this is to **batch custom jersey orders** to minimize overhead, meet supplier minimums, and most importantly - keep our actual jobs and spouses. This means we hold orders for **custom or out of stock** items until we have enough to justify a run. This is anywhere from 2 weeks to 2 months. That said, we are establishing, at minimum, firm quarterly order dates to help manage expectations and establish a predictable process. **Batched orders will be placed:**

January 31 | April 30 | July 31 | November 30

*Additional, unscheduled orders will be made based on demand, bribery, or special needs (tourneys, new teams, etc)

New: Once your order is ready, we will contact you by email to coordinate delivery.

Where is the stuff I ordered?

If you need an order update, are missing an item, or have a problem, please contact us directly: hockeydonkeygear@gmail.com Hey and be nice! Just keep in mind no one is getting paid to do this. Rude donkeys are forwarded to the top of the beer captain request list ☺.

Delivery Options & Timeframes:

In stock items (t-shirts, polo shirts, pint glasses, magnets, etc):

- **Fastest delivery:** YOU pick it up from our Olney warehouse – coordinate via email (this email address)
- **Free, often unpredictable:** we pass your order around like Dave’s game day water bottles until somebody manages to show up at YOUR rink with YOUR gear.
- **US Mail:** will cost you, but usually shipped within a week of order

Custom items (jerseys, anything with your name/number, or LIMITED time specials)

- **Pre-Season Jerseys:** If you are ordering by a cut-off date to receive a jersey for the next season, all jerseys will be delivered at the same time, approximately 3-4 weeks after order.
- **Mid-Season Jerseys:** If you talk us into ordering outside of batch orders, this is typically 4-6 weeks from date of order. Screen Prints are closer to 2-3 weeks. Depends on your bribe.
- **Special Items:** Will be communicated directly by item sponsor, as needed for tournaments, special events, or limited edition runs of extra pimp swag.

Thanks for your order. You’ll be thanking us when you see how damn good you look soon. Any questions, let me know via this email address.

Cheers,

HD Product Team