



At Primal, we understand that being a Bike MS team captain is a rewarding, but time-consuming, position. Our custom team is here to help you manage every step of the custom process, so you don't have to worry. Custom team jerseys are a great way to build team camaraderie, promote a corporate brand or sponsors and can even be used as a fundraising tool. Get started today, we make it easy and fun!

## GETTING STARTED

Contact Primal at 800.275.6953 or [custom.apparel@primalwear.com](mailto:custom.apparel@primalwear.com). Let us know when you need to have the jerseys in hand and we'll help you build and manage a timeline that will ensure your order is delivered on time. There is no upfront cost or commitment to get started, so prevent any rush or stress by starting now.

## DESIGN

Primal's Creative Department is made up of the best artists in the industry and they are here to help you turn that rough napkin sketch into an amazing jersey. You'll work with a Custom Account Specialist (CAS) who can help you create an initial design concept and act as expert liaison between you and the artist. Initial design and two revisions are included in the product cost.

## ORDER

Your order will go into production as soon as your artwork is approved, sizes and quantities have been submitted and initial payment has been made. Your CAS will work with you to ensure that everything is submitted in time to receive delivery by your Need By Date. Team store options are also available, ask your Account Executive for specifics.

## DELIVERY

Primal is an entirely self-contained operation, meaning that we are able to guarantee on-time delivery of your custom order. Domestic ground shipping is included in the product cost.

## PRICING

All Bike MS teams receive preferred pricing. Primal's pricing includes all art layout and design, two revisions, print set up, bagging and tagging of each item and standard domestic ground shipping.

## PRIMAL GIVES BACK

The Primal Gives Back program donates 15% of your total custom order directly back to your team's fundraising account. Your donation will be made online as soon as full payment has been submitted for your order. All Bike MS custom team orders at standard pricing are eligible for this program.

## MINIMUMS

Our standard minimum order is 15 pieces per custom item, per gender. However, if you order 15 pieces of a core custom item, we are able to drop the minimum on an additional core item to 10. For example, if you order 15 men's jerseys, you can order 10 women's jerseys or 10 pairs of shorts. Different minimums may apply to certain accessory products.

## TURNAROUND

Turnaround times can fluctuate depending on the time of year your order is placed. Contact Primal today to get started on a custom timeline and order deadline to ensure delivery by your Need By Date.