



# PRIVATE LABEL PROGRAM

© Tee Time Golf Products

# PROGRAM MISSION



To Develop a  
Private Label Apparel Collection  
for the  
Innisbrook Resort and Golf Club

# PROGRAM GOALS



To leverage the  
Innisbrook Resort and Golf Club's Brand  
while augmenting the Resort's marketing  
initiatives through offering an exclusive  
Private Label Program

# PROGRAM OBJECTIVES



- To Increase Average Transactions
- To Increase Margin Opportunities
- To Establish Value Price Points
- To Accelerate Inventory Turn

# MERCHANDISE COLLECTION

Golf Apparel by



Quality, Fit and Performance Since 1976

Highest Value in Fabrics and Detail  
Signature Comfort and Classic Styling  
In Stock Program Replenishment  
Low Minimum Fulfillment Requirements

# DIVOTS



**MEN'S STYLE: 405**  
 Three-Button, Open Sleeve  
 SIZES: S-XXL

All colors available in mens.  
 XXXL available in select colors:  
 BLACK  
 CHARCOAL  
 CRIMSON  
 NAVY  
 RED  
 SKY  
 WHITE

OUR BEST SELLING PERFORMANCE POLO FOR BOTH MEN AND WOMEN. MADE IN OUR DRI-WAY MOISTURE MANAGEMENT SYSTEM OF 95% COOLMAX AND 5% SPANDEX. THIS TEXTURED STRIPE FABRIC IS THE ULTIMATE IN COMFORT AND EASY CARE. AVAILABLE IN 20 COLORS.



**LADIES STYLE: 405V**  
 Two-Button, Banded Sleeve  
 SIZES: S-XL

Available Colors:  
 BLACK  
 CANARY  
 CARIBBEAN  
 GRAPE  
 ICE BLUE  
 MINT  
 NAVY  
 ORCHID  
 PINK  
 RED  
 SKY  
 WHITE



# DIVOTS

OUR CLASSIC STRETCH POLO IS NOW AVAILABLE IN THE DRI-WAY  
95% POLYESTER/5% SPANDEX. A TIMELESS FAVORITE ON AND OFF THE  
COURSE. AVAILABLE IN FIFTEEN COLORS FOR BOTH MEN AND WOMEN.



LADIES STYLE: 215L  
Four-Button, Open Sleeve  
SIZES: S-XL All colors except Purple.



PERFORMANCE FABRIC  
DrWay  
Advanced Moisture System

MEN'S STYLE: 8111P  
Three-Button, Open Sleeve  
SIZES: S-XXL Available in all colors.

# D I V O T S



“BEST IN CLASS” - Our 100% Mercerized 70’s Two-Ply Pima Cotton Lisle Polo. A luxurious finish and soft silky appearance make this the perfect shirt for on and off the course.

MEN’S STYLE: 7200  
Three-Button, Open Sleeve  
SIZES: S-XXL



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# DIVOTS



**Style: 1595**

Men's 100% Polyester  
Solid with Stripe Knit Collar

Sizes: M-XXL



black



glacier

papaya

white

magenta

marine

keylime

aqua

pink

navy

PERFORMANCE FABRIC

**DriWay**  
Advanced Moisture System



**Style: 1529**

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Men's Bar Stripe Poly Polo

Sizes: M-XXL

 red/white	 black/ khaki	 aqua/white
 white/ royal	 keylime/ marine	 navy/ orange
 white/ crimson	 crimson/ white	 slate/ white
 orange/ white	 magenta/ navy	

**Style: 1529**

The DriWay Collection features Cool Max® fiber by DuPont.



# DIVOTS

- MEN'S WIND AND WATER  
TOURNAMENT TESTED OUTERWEAR -



MEN'S STYLE: 788UHV  
Windvest



NAVY

BLACK



1/4 ZIP MICROFIBER  
TEFLON COATED  
WATER REPELLENT  
SWING QUIET FABRIC  
SIZES: M-XXL

MEN'S STYLE: 777MZ  
Windshirt



NAVY

NATURAL

BLACK



STYLE: 6037  
100% POLYESTER WATER REPELLANT  
WIND JACKET WITH HIDDEN HOOD  
MEN'S SIZES: M-XXL



NAVY/RED

BLACK/GREY

HUNTER/NAVY

KHAKI/MOCHA

RED/NAVY

SLATE/NAVY

STONE/NAVY

# DIVOTS



**MEN'S STYLE: 69S**

Men's Microfiber Flat Front Short  
Soft Silky Finish - Stain Resistant

SIZES: 32-42

SIZES: 35-45



BLACK

WHITE

KHAKI

NAVY

STONE

# D I V O T S

## - BELTS -



**Style: 4880-21 / Brown-Black -**  
Reversible, bow-tie lacing,  
feather edged



**Style: 8905-1 Stretch**  
**Braid belt / Brown**



**Style: 4881 / White,**  
reversible to  
black

**Style: 8911-1 / Black**



**Style: 8911-2 / Brown**



**Style: 8914-2**  
**Fabric Fly Fish belt / Brown**

**Style: 9024-2 / Brown**



**Style: 9024-1 / Black - Hand leather**  
laced sections with oval golf ornaments

Style: 8905-1 stretch  
Braid belt / Brown

Style: 8911-2 / Brown

Style: 9024-1 / Black - Hand leather  
laced sections with oval golf ornaments

# PRIVATE LABEL AND HANG TAG DESIGNS



5/8" x 2 1/4"



1" x 2"



1 5/8" x 3 3/4"



2 1/4" x 2 1/4"

# PRIVATE LABELS & HANG TAGS

## INNISBROOK PROGRAM OPTIONS

### **CUSTOM DESIGNED PRIVATE LABELS**

1 to 3 Color Logo on Solid Background

4 or More Color Logo on Solid Background

Standard Sizes: 5/8" x 2 1/4" or 1" x 2"

Labels are individually stitched

### **CUSTOM DESIGNED PRIVATE HANG TAGS**

1 to 3 Color Print on Both Sides

Standard Sizes: Square: 2 1/4" x 2 1/4"

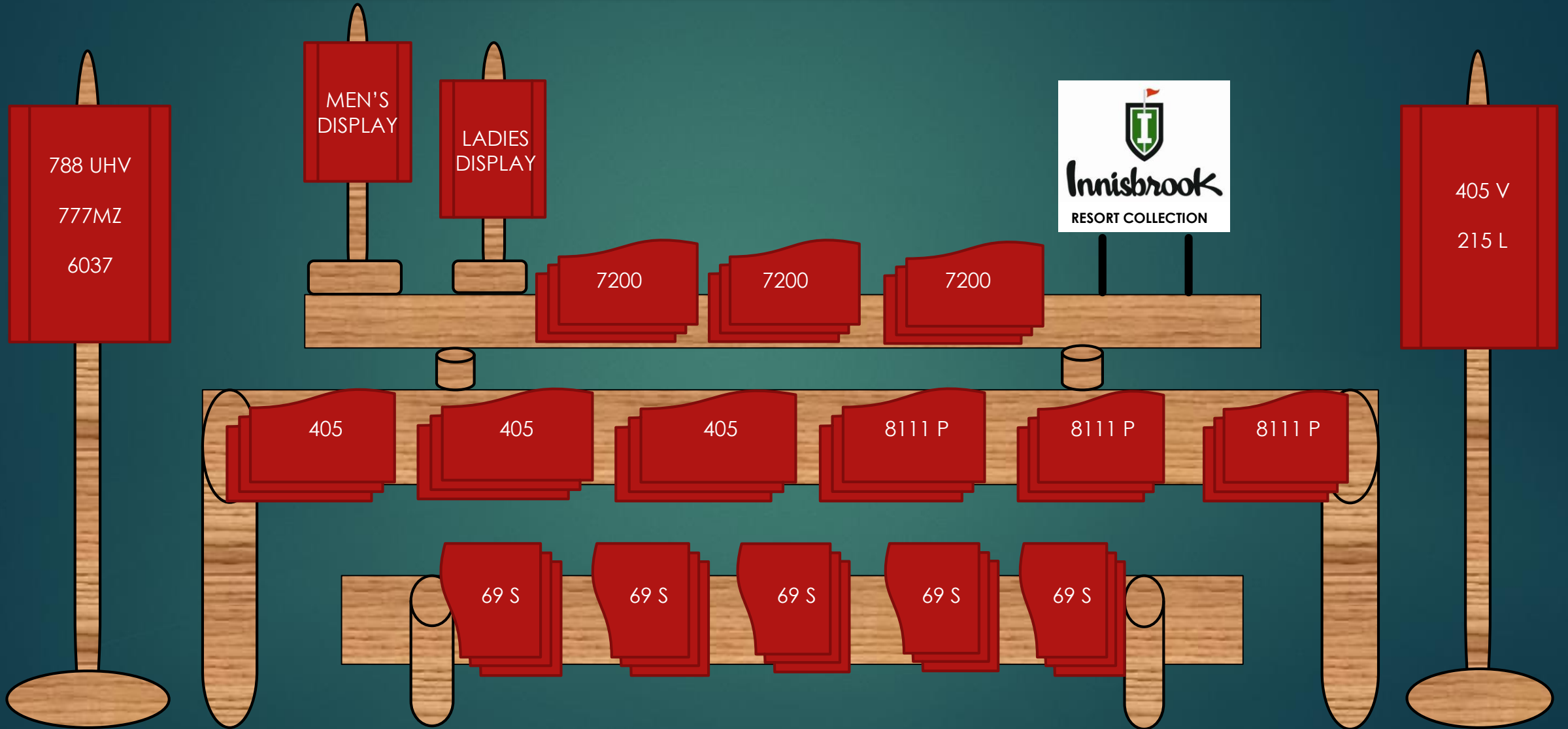
Rectangular: 1 5/8" x 3 3/4"

4 or more Color Print on Both Sides

Maximum Size Up to 3" x 3"

Tags are attached with black string

# P. O. S. MERCHANDISING



# PROGRAM SUPPORT



[www.TeeTimeGolfProducts.com](http://www.TeeTimeGolfProducts.com)

Dedicated Industry Professionals With Service, Sales,  
Marketing, Manufacturing, IT, Design, Distribution,  
Customization & Merchandising Experience to  
Ensure the Success of the Program