



Made In Minn Proposal for Lucky Shots

Sourcing, Consulting & Design Services

Executive Summary

Lucky Shots has built an energetic community of league players, casual drop-ins, event participants, and campers. With strong engagement across audiences—from corporate groups to kids camps—the venues are well-positioned to take their merchandise program to the next level. Currently, there's an exciting opportunity to introduce a more cohesive, brand-aligned assortment that reflects Lucky Shots' retro–eclectic country club style, while also expanding into seasonal and event-driven collections.

Made In Minn's goal is to create a clear merchandise roadmap that strengthens brand identity, enhances the guest experience, and generates new revenue opportunities.

Our Approach

Phase 1: Fully understanding your brand

Phase 2: Putting together your *Shopping Cart*

Phase 3: Adding products to your *cart*, clicking *Check Out*, managing and delivering order

Phase 1: Assortment Strategy (Core Engagement)

- Brand/style alignment workshop & questionnaire
- Audience and event needs analysis
- Define core merchandise categories
- Seasonal + staple assortment plan

Deliverable: Assortment Strategy Brief with prioritized recommendations

Investment: 10 hours @ \$150/hr = \$1,500

Phase 2: Sourcing & Vendor Coordination (Planning + Prep)

- Curated product recommendations (5–7 per category)
- Decoration method recommendations (screen print, embroidery, etc.)
- Vendor-ready order sheets + pricing tiers
- Mockups with suggested logos

Deliverable: Vendor-ready sourcing plan + mockups

Investment: Estimated 15–20 hours @ \$150/hr = \$2,250–\$3,000

Phase 3: Merchandise Ordering & Delivery (Execution + Logistics)

- Finalize merchandise selections & size breakdowns
- Place orders with vendors/decorators
- Manage proofs, approvals, and decoration
- Oversee production & coordinate delivery to venues

Deliverable: Finished, decorated merchandise delivered to Lucky Shots

Investment: Scoped after Phase 2 @ \$150/hr



Optional Add-Ons

- Logo Design → Apparel-specific logos
- Visual Merchandising → planning in-store displays and mannequins; on-site setup
- Event Integration → Bundles for events, corporate, camps
- Merchandise Giveaway → Collab with Made In Minn on Instagram Giveaway
- Branded Photoshoot → branded shoot, sourced models, etc.
- Influencer Campaign → Partner with local influencers to push enhance engagement
- Ongoing Support → Seasonal refreshes, holiday campaigns, online store (retainer: 10 / 25 / 50 hours)

Investment: Scoped after Phase 2/3 @ \$150/hr

Business Impact

- Revenue Growth → Event-driven assortments increase sales
- Brand Alignment → Merchandise reflects Lucky Shots' unique vibe
- Efficiency → Planned assortments eliminate ad hoc, inconsistent buying

Timeline & Investment

- Phase 1: ~2 weeks → \$1,500
- Phase 2: 3–4 weeks → \$2,250–\$3,000+
- Phase 3: Scoped post-Phase 2
- Add-Ons: Scheduled as needed

Next Steps

1. Client approval of Phase 1 (Assortment Strategy).
2. Kick off with brand alignment session & questionnaire.
3. Delivery of Assortment Strategy Brief with prioritized recommendations.