

sport

the recognized leader in team athletic gear



spirit

the driving force in cheerleading



achievement

the most trusted name in celebrating student milestones



VARSITY // BRANDS
elevating student experiences

COMBINED STRENGTH

Together the business units that make up Varsity Brands will truly elevate the student experience. When partnering with a school, Varsity Brands will provide compelling value and a concierge level of service never before seen in the education world. We will act as a single source for nearly all of a school's extracurricular and co-curricular needs. While each division of Varsity Brands represents the best in its respective industry, together we are in a class by ourselves.

The Varsity Impact Program (VIP) is designed to provide value to schools beyond the benefits and rewards of working with BSN Sports, Varsity Spirit or Herff Jones independently. A custom offering will be created based on your school's unique needs. The following are examples of resources at our disposal to support our ultimate goal of Elevating Student Experiences.



VIP BRANDING

A collaborative and comprehensive branding process, aimed at creating a new Brand-image for a school, along with the tools and resources to protect and monetize their brand.

Facilities branding offers a great way to build spirit around the campus by adding school branded enhancements such as wall murals, avenue banners, custom windscreens and so much more.



BELIEVE IN YOU

Hands-on, engaging and interactive resources designed to help schools improve the climate and culture on campus. Focused on building character, developing leadership, improving graduation rates, increasing participation and recognizing achievement. Examples include:

- School Assemblies
- Leadership Workshops
- Curriculum and Instruction



VARSITY UNIVERSITY

Varsity University is a comprehensive educational program that can provide a wide range of curriculum design, program development and educational seminars for all aspects of sports and leadership. Examples include:

- Building a Successful Program (Introduction to Mission Driven Programs)
- Utilizing Your Social Media to your Advantage
- Creating Raving Fans On and Off the Field
- Developing an Emergency Action Plan
- Injury Prevention and First Aid Basics

For more information about Varsity Brands, or to connect with your Regional Impact Director, please contact info@varsitybrands.com