



YOUR **LOCAL** ALL SPORTS RETAIL DESTINATION

******COACHES - PLEASE DISTRIBUTE THE FOLLOWING INFORMATION & YOUR SPORT COUPON TO ALL THE ATHLETES IN YOUR PROGRAM******

Dear Coaches & Athletes,

SCHEELS is proud to be partnering with your team. As part of this partnership, SCHEELS is excited to offer all coaches and players a 20% discount on all equipment, apparel, and shoes for their sport. Please see the coupon that is attached to this email that contains the in-store shopping coupon as well as online ordering instructions.

We encourage you to support your partnership with SCHEELS by shopping at their stores or on their website for all your sporting goods needs.

How to redeem the discount in-store:

- To redeem in store, you must have either a hard printed copy or the electronic digital copy of the coupon to show at checkout.
- The coupon will only apply to purchases of sports equipment related to the sport you are participating in, as well as athletic apparel and shoes that you plan to wear for practices and games.
- These coupons can only be used on purchases for the coach or player participating in the sport, not other friends or family members.

How to redeem the discount online:

- Follow the login information located on the coupon included with this email.
- All items in the specific sport shop will automatically apply a 20% discount.

Thank you for shopping with SCHEELS! We wish you much success in your upcoming sports season. If you have any questions or special requests for discounts, please reach out to the SCHEELS Marketing team at communitycolorado@scheels.com.