

SETTING UP CLUB / SOCIETY MERCH GUIDE

2. DESIGN

Designing your merch is a fun process! Consider which **colours and styles** work best – linking it to your own club / SU colours. Keep items professional, clean and simple. Final designs should be sent to the SU for approval.

You must **seek permission** if you want to use the Hartpury or Hartpury SU logo on your items as these will need to follow branding regulations.

4. STORING MERCH

We can store a small number of items in the **SU storage room** so you have somewhere to keep them before they are handed out / sold.

Remember: NO external bank accounts should be used at any point. **ONLY** your SU club account.

1. CONSIDER TYPE OF MERCH

The first step is to consider what you want to offer members. Would your members like simple hoodies, or **something more unique** like caps, sliders, stationary or other branded items?

Think about:

- Cost – is it included in the membership fee or is it affordable for students?
- Relevance – will your members use it?

3. WHERE TO PURCHASE FROM

All clubs and societies are required to submit merch plans to the SU – we will **check with our regular suppliers** if the items can be made there (at a discounted rate!).

If they can't provide the items, do some research online to find a company that can. **Consider price and sustainability** of items / suppliers!

5. SELLING MERCH

Items can be sold via the **Hartpury Online Shop** (estore). Complete a form (found in the finance section) and send to the C&S Officer. Money / profits go straight into your club account.

If you are selling a large quantity of items, opting for a **direct to buyer arrangement** works best – we can help you set up online sales via external companies. The SU must be kept updated on sales.