



BAT Logic - Club/Team Fit-out Models

How can your team make every boat fit the needs of every athlete?

We have seen a number of different full fit-out models used around the globe depending on club structure, budget, decision making processes, donations or athletes buying their own shoes directly. The common factor is the ShoePlate Pro provides solutions that enhance the club experience.

These are some of the models we have seen utilised world wide:

1. The Club / School buys all ShoePlates and Shoes
2. The Club / School buys ShoePlates and individuals buy their own shoes and/or utilise the club's existing shoes e.g. some racing members want their own shoes but recreational or beginner rowers can use the current club shoes or even buy their own 2nd hand pair from the club. In this case any sales on 2nd hand shoes can help to fund the upfront ShoePlate cost to the Club / School.
3. The Club / School includes a levy on membership / Parents for ShoePlates and Shoes each year i.e. this becomes standard practice - if you row you buy your own shoe and plates just like hockey or football etc.
4. Masters rowers (who have more disposable income and are happy to support the club) buy their own shoes and sponsor another athlete by buying another pair or shoes (for a junior rower etc) or a mix of donations and the other models are used.
5. The Club / School buys a high volume of product to get a greater discount and then sells sets individually to members at a profit to generate income as well as have the boathouse fitted

There are many other solutions that we can help structure to fit your Club / School.

Additional considerations:

Shoe Turnover

Each year clubs spend a lot of money replacing shoes which are worn out from being left wet in the boats after rowing. We know that dampness infiltrates the fabric and can degrade the glue and fittings of the shoes. One junior club we worked with in the USA rows on salt water daily and spends up to \$10,000 USD on shoes every year!

With the ShoePlate Pro QuickRelease the shoes can be clipped out of boats and will last significantly longer, saving a lot of money in shoe replacements, plus they will smell better and promote better hygiene.

Ownership

Rowers who either own the shoes or consider them to be theirs display far greater care for them. We have also seen that this then has a knock on affect to other equipment in the shed. Every other sport in the world uses this model - have you ever heard of a soccer team sharing boots between players?!

Personal shoes and bowling alley style shoe use

Although it is ideal for every rower to have their own pair of shoes and use the ShoePlates to click in and out of any seat, a number of clubs have decided to use a bowling alley type set up. The club buys the ShoePlates and shoes (or uses existing ones) and then allows access for all rowers to come and collect their exact size before rowing. There are no longer situations where a size 6 is rowing in size 12 shoes just because that is what the boat has in it.

Extra Shoes

For any Club / School who turns over to a system where members have their own shoes it is advisable to purchase a few extras in the most popular sizes in case someone forgets their shoes

Racing members Vs non-racing or recreational members

We know not all rowers are as serious as the racers out there but every rower wants an easy and enjoyable experience at the club.

Solution example:

If you have 100 members in the club and only 70 are full time racing members, that 70 may want to buy their own shoes. You could then have a bowling alley type solution for the 30 remaining rowers.

The club can use the shoes they already have in the boats and connect these to the ShoePlates so any time a recreational rower comes in, they can grab a set of shoes in their size and use them for their row, like they would just grab a boat now but in this case the shoe always fits.

The Team Solution: How can you best spend money to support your members/athletes

The Team Solution.

**\$10,000 =
1 x New Single**
THIS AFFECTS 1 PERSON
EVERY SESSION

or

**\$9,900 =
100 x ShoePlate
Pro QuickRelease**
THIS AFFECTS 100 PEOPLE
EVERY SESSION