

Tournament & Event Microsites

Sales Rep Templates

Below is the template I used in practice as a Sales Representative for Johnnie-O.

The mission for this email was to inform my customers en masse about the availability of RepSpark Microsites via Johnnie-O and to educate them on the various use-cases for this tool.

Another goal was to initiate a dialogue that would allow further sell-in to their respective ProShop.

- Evan Miller @ RepSpark

Initial email sent to full account list (less any specific/non-qualified customers):

Subject: Event Season Solution | [Brand] Microsite

[Good morning/afternoon/evening],

I hope you enjoyed a restful, productive off season! I know that during these slower months you are able to dial in the event calendar for the upcoming season and begin to consider the details that make these special for your membership.

As you look for what those options might be, I would urge you to think of [Brand]. As a meaningful partner with [Account Name], this would be an amazing opportunity to showcase additional categories not yet seen in your shop.

Our microsites (think of them as digital pop up shops) are able to be customized to your specific event needs from product offered, pricing structure, whether points or dollars, and can be branded your specific Club and event imagery.

A custom microsite is a truly unique experience for the field and allows participants to receive gifts on event day via dropshipping, without the logistical headaches of an "on site" event for your staff.

Would you be available to connect this week to talk through this idea and see how we can maximize these event budgets?

Popular microsite opportunities throughout the season:

- Men's/Women's Member - Guest
- Men's/Women's Member - Member
- Opening Day tee gifts
- Closing Day tee gifts (gotta use that credit!)
- Corporate Outings/Gifting
- Holiday Sites (Father's/Mother's Day, Christmas, etc.)
- New Member Gifting
- Staff Uniform Shopping (Pro, F&B, Grounds, Management)

Thank you,

[Rep Name]

[Company Name / linked to your website]

[Title]

[Email Address]

[Phone]

Continued →



Sales Rep Templates

Follow-Up (if no response):

Subject: Re: Event Season Solution - [Brand] Microsites

[Good morning/afternoon/evening],

I am following up with my previous email that offered a new solution for some of your events this season. With these tournament dates rapidly approaching, I can imagine committee involvement is already underway. My hope is that a [Brand] microsite can reduce some of the noise and be a cleaner option for the decision maker.

If you are in fact working with a committee to finalize tournament gifts, please see attached [Generic curated offering with a DEMO link] for some member focused information you can share. This will give them an idea and starting point for what we can offer. As for your team, here are a few positives to consider with this option.

- 1.Total Customization: The site will speak to your event, not the other way around.
- 1.Budget Optimization: Participants get more for their money when we don't need to factor in surplus inventory and returns.
- 1.Minimal Logistics: Gifts arrive prior to the event, pre-sorted, and labeled with participants' names. Your team opens the boxes and hands out the gift. DONE.

I would love to connect and discuss any opportunities you have this season!

Thank you,
[Rep Name]
[Company Name / linked to your website]
[Title]
[Email Address]
[Phone]

Continued →





Sales Rep Templates

Pop Up Shop Version

Subject: In-store pop up, without the tables and boxes, launch a Microsite for [Store Name]

[Good morning/afternoon/evening] [First Name].

If you are planning a pop up shop moment for [Store Name], I have a way to make it feel bigger and run smoother.

A Microsite acts like a digital pop up shop. We curate a high end assortment, align it to your theme, and give you one link to share in store, on receipts, and in member communications. Shoppers get access to more premium apparel and merchandise than you can fit on the floor, and your staff avoids the chaos of managing extra inventory and size swaps.

What this unlocks:

- A pop up assortment that feels elevated and intentional.
- More options without adding floor inventory risk.
- Easy shopping through a QR code and link.
- A clean way to capture orders during busy store hours.

Are you open to a 10 minute call to plan your pop up theme and dates?

Book here. [Book Time Link].

Thank you,

[Rep Name]

[Company Name / linked to your website]

[Title]

[Email Address]

[Phone]

Email Subject: Follow up, pop up Microsite preview link and QR plan for [Store Name]

[Good morning/afternoon/evening] [First Name].

Following up with the pop up Microsite preview for [Store Name].

Preview link. [A Microsite Preview Link].

Draft assortment link. [A Microsite Assortment Link].

If you reply with these two details, I will tailor it to match your in store traffic.

- Pop up dates. [Start Date] to [End Date].
- Theme. [Spring Essentials, Holiday, Member Favorites, New Arrivals, Tournament Ready].

Thank you,

[Rep Name]

[Company Name / linked to your website]

[Title]

[Email Address]

[Phone]

Continued →





Sales Rep Templates

Pop Up Shop Version (Continued)

Subject: Should we launch the pop up Microsite for [Start Date]

[Good morning/afternoon/evening] [First Name].

Last touch on the pop up Microsite for [Store Name].

This is the simplest way to run a pop up experience that feels premium, sells more high end merchandise, and keeps your team out of the chaos. One link, curated product, defined dates, and a buying experience that stays organized.

If you want to move forward, reply with.

- Open date. [Open Date].
- Close date. [Close Date].
- Any must have categories. [Categories].

Thank you,

[Rep Name]

[Company Name / linked to your website]

[Title]

[Email Address]

[Phone]

Spring Events Version

[Good morning/afternoon/evening] [First Name].

As you lock in spring dates and tee gift plans, I wanted to share a cleaner way to serve your members without the event chaos.

We can set up a [Club Name] Microsite for [Event Name] that lets participants shop high-end apparel and event-ready merchandise through one curated link. Your staff avoids the scramble of onsite selling, sizing issues, and last-minute changes. Your members get a premium experience that feels intentional.

Here is what the Microsite gives you.

- A curated assortment built for your event.
- A defined ordering window, so everything stays on schedule.
- Simple shopping for members, with sizes and preferences captured upfront.
- Less noise for your team, because the buying experience is organized from the start.

If you are open, I would love 10 minutes to align on your event format, budget approach, and the type of merchandise your members actually want.

Best link for you. [Book Time Link].

Thank you,

[Rep Name]

[Company Name / linked to your website]

[Title]

[Email Address]

[Phone]

Continued →





Sales Rep Templates

Spring Events Version (Continued)

Subject: Quick follow-up, [Event Name] Microsite draft assortment and timeline

[Good morning/afternoon/evening] [First Name].

Quick follow up on the Microsite for [Event Name].

This is designed to tame event chaos by making it easy for members to buy premium apparel and merchandise, without creating extra work for your staff.

If you want to review a starting point, here is a draft you can share internally.

- Draft assortment link. [Assortment Link].
- Preview link. [Microsite Preview Link].

Two quick questions so I can tailor it fast.

- Do you want this to be points or dollars. [Points or Dollars].
- Do you want shopping to happen before the event, after the event, or both. [Before, After, Both].

Thank you,

[Rep Name]

[Company Name / linked to your website]

[Title]

[Email Address]

[Phone]

Subject: Close the loop on [Event Name], should we launch your Microsite

[Good morning/afternoon/evening] [First Name].

Closing the loop on the Microsite for [Event Name].

If your goal is a premium member experience with minimal staff disruption, this is a strong fit. One link, one curated assortment, and a clear ordering window, so you can focus on the event, not the logistics.

If you reply with your preferred launch date, I will hold a build slot.

- Option A. Launch by [Date Option 1].
- Option B. Launch by [Date Option 2].

Thank you,

[Rep Name]

[Company Name / linked to your website]

[Title]

[Email Address]

[Phone]

Continued →





Sales Rep Templates

Corporate Gifting

Subject: Corporate gifting made simple, a Microsite your guests will actually enjoy.

[Good morning/afternoon/evening] [First Name].

Corporate outings and sponsor gifts tend to create a lot of moving parts. Sizes, preferences, deadlines, and a team trying to manage it all.

A Microsite turns corporate gifting into a clean experience. We set up one branded shopping link for [Outing Name] or [Sponsor Name], with a curated selection of high end apparel and merchandise. Guests shop what they want, in the right size, within a defined window. Your staff gets fewer questions and less coordination.

What you get:

- A premium gifting experience that feels high touch.
- Less back and forth on sizing and swaps.
- A clear timeline that keeps everything on track.
- A simple link you can share with guests, sponsors, or committee members.

Are you open to 10 minutes to map your next corporate outing to a Microsite.

Book here. [Book Time Link].

Thank you,

[Rep Name]

[Company Name / linked to your website]

[Title]

[Email Address]

[Phone]

Subject: Should we launch the corporate gifting Microsite for [Outing Date]

[Good morning/afternoon/evening] [First Name].

Last touch on the corporate gifting Microsite for [Outing Name].

This is the cleanest way to deliver premium merchandise without the usual chaos. Guests choose what they want, your team stays out of the weeds, and the gifting feels elevated.

If you want to move forward, reply with your preferred ordering window.

- Open date. [Open Date].
- Close date. [Close Date].

Thank you,

[Rep Name]

[Company Name / linked to your website]

[Title]

[Email Address]

[Phone]

Continued →





Sales Rep Templates

Holiday's Version

Subject: [Holiday] gifting without the chaos, a Microsite for your members

[Good morning/afternoon/evening] [First Name].

As [Holiday] approaches, gifting demand rises fast, and so does the chaos. Members want premium apparel and merchandise, staff time gets stretched, and the store gets pulled in ten directions.

A [Club Name] Microsite gives you a clean holiday shopping experience through one curated link. Members shop high-end gifts in the right size, within a defined window, without creating extra in-store disruption.

What it solves.

- A simple holiday shop for members.
- A curated gift assortment that feels premium.
- Less last-minute scrambling for your team.
- A clear order window that protects your staff time.

If you want, I can send a suggested holiday assortment and timeline for [Holiday].

Would you like it focused on member gifting, staff gifting, or both? [Member, Staff, Both].

Thank you,

[Rep Name]

[Company Name / linked to your website]

[Title]

[Email Address]

[Phone]

Email Subject: Follow up, [Holiday] Microsite preview and recommended timeline

[Good morning/afternoon/evening] [First Name].

Following up with a clean [Holiday] plan.

Preview link. [Microsite Preview Link].

Draft assortment link. [Assortment Link].

To tailor it, reply with your preference.

Do you want this to be a gift guide style shop, or a build your own bundle shop? [Gift Guide or Bundle].

Do you want ordering to close by [Close Date], so you have breathing room before the holiday rush? [Yes or No].

Thank you,

[Rep Name]

[Company Name / linked to your website]

[Title]

[Email Address]

[Phone]

Continued →





Sales Rep Templates

Holiday's Version (Continued)

Subject: Ready to launch the [Holiday] Microsite for your members

[Good morning/afternoon/evening] [First Name].

Closing the loop on the [Holiday] Microsite.

If you want to give members an easy premium shopping experience and keep your staff focused on the day to day, this is a great fit. One link, one curated assortment, one defined window.

If you reply with the go ahead, I will set the dates and send the launch link for you to share.

- Open date. [Open Date].
- Close date. [Close Date].

Thank you,

[Rep Name]

[Company Name / linked to your website]

[Title]

[Email Address]

[Phone]

