



HYPERTHREADS
+
NORCAL LEAGUE
CUSTOM APPAREL
PROGRAM

2022

WE'VE BEEN A PROUD SPONSOR OF NICA LEAGUES SINCE WE STARTED...



Hyperthreads is proud to be a part of NorCal League's mission to build strong minds, bodies, character, and communities through cycling.

We contribute over \$200,000 in product, discounts, and services annually to leagues around the country

We provide leagues with leaders jerseys, official's apparel, and merchandise.

Special pricing and programs developed specifically for NICA Leagues based on our experience of 7+ years of NICA sponsorships!

WHY

HYPERTHREADS?

Our expertise with NICA leagues and events ensures we'll meet your team's requirements and timelines.

NICA-ONLY PRICING

Take advantage of special NICA pricing and bundle offers with full kits starting at just \$110.

FULLY CUSTOM DESIGNS - NOT TEMPLATED ART

Show your school's colors in a truly unique way. Team packages include free design services.

RACE QUALITY APPAREL FOR EVERYONE

We offer kits to cover a wide range of price considerations, sizes for youth and adults from 2XS to 4XL, all proven through years of supporting NICA leagues and teams throughout the western conference.

ECONOMICAL SENSIBILITY

Non-profit teams can utilize their 501(c)(3) status while still allowing individual families to place directly shipped orders minimizing director/coach legwork.

TEAM BUILDING ON AND OFF THE RACE COURSE

Show your colors beyond the racecourse. Hyperthreads offers a full line of spirit wear with hoodies, t-shirts, hats, and more.



CONFIGURE BUNDLES AND SAVE

Configure a product bundle to save time, money, and to further streamline the ordering process.

Simplify ordering for parents and athletes by configuring a standard set of products that will be ordered by all team members. *(Required to qualify for bundle pricing.)*

Get consolidated data and accurate tracking of who's ordered.

Easily include non-bundled, a la carte items in your team store still at discounted NICA pricing

SUGGESTED TIMELINE:

- Fit party ~12 weeks prior to first race
- First order window 12-10 weeks prior to first race
- Second order window up to 6 weeks prior to first race

HOW IT WORKS

A - Select a Base Kit and any additional products for a Rider Bundle

Select your preferred Jersey + Bib/Short combination

Add race day accessories such as socks and gloves

Add spirit gear like hats, t shirts, hoodies to show team spirit off the bike

B - Create an optional coach bundle

C - Order a fit kit and schedule a team fit party

Individual orders will be placed through an online team store which we publish just for your team. Coupon codes that can be used upon online checkout will be created for each individual rider to offset team dues for kits that have already been paid directly to the team. Additional products can be purchased conveniently in the same shopping cart to save on shipping and delivery time.

When the ordering is complete, Hyperthreads will bill team based on amount of coupon codes used. Teams with non-profit status can pay tax free!

Orders are shipped directly to individuals when products are ready for a small flat rate shipping fee.



1

Build Your Bundle

Select a base kit to get your Bundle started:



CONTINENTAL

✗ MSRP: \$190
✗ NICA PRICE: \$160
✓ BUNDLE PRICE: \$140



COMPETITION

✗ MSRP: \$180
✗ NICA PRICE: \$140
✓ BUNDLE PRICE: \$120



RACE-C

✗ MSRP: \$150
✗ NICA PRICE: \$130
✓ BUNDLE PRICE: \$110



BAGGY

✗ MSRP: \$175
✗ NICA PRICE: \$140
✓ BUNDLE PRICE: \$125

Add as many additional products as you'd like to complete your Bundle for the greatest savings!



Are some items not required for all team members? Not to worry! A la carte items can still be purchased at the discounted NICA price!

2

Design

We'll hook you up with one of our talented Graphic Designers to create your custom gear

3

Order

...in bulk or using a Team Store.

Upon request, we'll build your own unique online Team Store so everyone can order at their own convenience!

Team management can receive:

- Individual coupon codes for each rider on your roster to offset for clothing dues already paid
- Multiple ordering windows
- An alphabetized order database upon completion

4

Production

We'll produce your uniquely designed gear using our advanced sublimation process to ensure quality and consistency regardless of the product quantity or mix. Typical production leadtimes are 5 to 6 weeks however with global supply chain, and logistics interruptions, leadtimes are subject to change. Consult with your account rep for ideal ordering windows based off your team size and product offering. Most teams order in May & April for the main team order. A follow up order can be placed in June and July to ensure delivery by August races. Production happens first in first out - so going as early as you can is recommended.

5

Delivery

All orders are shipped via trackable USPS Flat Rate to each individual recipient. No need for team management to receive, sort and distribute orders. Teams can also choose bulk delivery if that is more convenient. Shipping costs upon cart checkout will be waived and a single bulk rate will be billed.

A typical bundle includes a jersey/bib
- T Shirt
- Socks
- Hat

Any item can be added to a bundle for additional discounts

JERSEYS, BIBS AND SHORTS

CONTINENTAL



**Available in
Mens and
Womens**

MSRP : \$95
NICA : \$80
BUNDLE : \$70

Sport fit / Italian mill 4-way stretch fabric /
Moonlight front, back and arm / Vented side panel /
Vented underarm / Tapered collar / Traditional stitch



**Available in
Mens and
Womens**

MSRP : \$95
NICA : \$80
BUNDLE : \$70

Sport fit / 2-way stretch fabric /
5cm folded cuff / Flat stitch / 3-4 hour Fondo chamois /
Mesh bib straps



COMPETITION



**Available in
Mens and
Womens**

MSRP : \$85
NICA : \$70
BUNDLE : \$60

Sport fit / 4-way & 2-way stretch fabrics /
Ratex front & back / Moonlight arm / Vented side panel /
5cm folded cuff / Traditional collar / Flat stitch



**Available in
Mens and
Womens**

MSRP : \$85
NICA : \$70
BUNDLE : \$60

Sport fit / 2-way stretch fabric /
5cm folded cuff / Flat stitch / 3-4 hour Fondo chamois /
Mesh bib straps



RACE-C



**Available in
Mens, Womens
and Youth**

MSRP : \$75
NICA : \$65
BUNDLE : \$55

Sport fit / 2-way stretch fabric /
Ratex front & back / Moonlight arm / Vented side panel /
5cm folded cuff / Traditional collar / Flat stitch



**Available in
Mens, Womens
and Youth**

MSRP : \$75
NICA : \$65
BUNDLE : \$55

Sport fit / 2-way stretch fabric /
Internal gripper band / Traditional stitch /
3-4 hour Fondo chamois / Mesh bib strap



For more detailed product information, please visit: www.hyperthreads.com/nica/

OFFROAD & BAGGY

MTN BAGGY



Available in
Mens, Womens
and Youth *

MSRP : \$110
NICA : \$85
BUNDLE : \$75

Athletic fit / 4-way stretch fabric /
Adjustable hook and loop waist / 2-button clasp /
Zippered fly / No-chamois design / 2 zippered pockets
*Contact your Account Manager for Youth Baggy pricing

MTN TECH TEE



Available in
Mens and
Womens

MSRP : \$60
NICA : \$50
BUNDLE : \$45

Athletic fit / 4-way stretch fabric /
V-neck collar / Breathable, wicking front /
Half Moon arms and back

SS TRAIL JERSEY



Available in
Mens and
Womens

MSRP : \$65
NICA : \$55
BUNDLE : \$50

Relaxed fit / 4-way & 2-way stretch fabrics /
Vented underarm and side panel /
Short sleeve / V-neck collar / Hidden Pocket

3/4 TRAIL JERSEY



Available in
Mens and
Womens

MSRP : \$70
NICA : \$60
BUNDLE : \$55

Relaxed fit / 4-way & 2-way stretch fabrics /
Vented underarm and side panel /
3/4 enduro style sleeve / V-neck collar / Hidden Pocket

RACE TECH TEE



Available in
Mens, Womens
and Youth

MSRP : \$50
NICA : \$40
BUNDLE : \$35

T Shirt Fit fit / 2-way stretch fabrics /
Fully Customizable Graphics
Short sleeve / Crew Neck collar / Traditional stitch

SHOP SHIRT



Available in
Mens and
Womens

MSRP : \$80
NICA : \$65
BUNDLE : \$60

Athletic fit / 2 & 4 -way stretch fabrics
Stretch and vented side & back panel /
Zippered pocket / Snap button closure



For more detailed product information, please visit: www.hyperthreads.com/nica/

SPIRIT WEAR & ACCESSORIES

SILK SCREENED T SHIRTS



Unisex

MSRP : \$25
NICA : \$15
BUNDLE : \$10

50/50 screen printed Tee /
2-color front / 1-color back
24 shirt minimum order of any size mix

HATS



Unisex

MSRP : \$25
NICA : \$18
BUNDLE : \$12

Choose from a variety of stock hat colors /
Embroidered, patch, rubber, or silk screen logo /
Full customization for orders over 100 units

SUBLIMATED SOCKS



MSRP : \$20
NICA : \$16
BUNDLE : \$12

Fully sublimated knitted stretch polyester sock /
Light and breathable / No minimum order /
S, M, L

KNIT SOCKS



MSRP : \$15
NICA : \$12
BUNDLE : \$10

Knitted stretch polyester sock / Light and breathable /
72-pair minimum order / 12-pairs per size /
Limited to dyed yarn colors / S, M, L, XL

TECH HOODIE



Available in
Mens and
Womens

MSRP : \$90
NICA : \$70
BUNDLE : \$55

Fully sublimated polytech fleece / Full zip /
Mesh-lined hood / Two front pockets

TECH POLO



Available in
Mens and
Womens

MSRP : \$45
NICA : \$40
BUNDLE : \$35

Fully sublimated athletic polo / Durable & breathable /
Moisture wicking fabric suitable for riding

ARM WARMER



MSRP : \$50
NICA : \$37
BUNDLE : \$33

Fully sublimated / Sport fit /
Microfleece lined /
Gripper cuff / Normal stitch

KNEE WARMER



MSRP : \$60
NICA : \$52
BUNDLE : \$38

Fully sublimated / Sport fit /
Microfleece lined /
Gripper cuff / Normal stitch

FULL-FINGER GLOVES



MSRP : \$45
NICA : \$30
BUNDLE : \$25

Fully sublimated breathable,
stretch polyester top /
Synthetic palm / Hook and loop wrist

GEAR BAG



MSRP : \$60
NICA : \$50
BUNDLE : \$40

Fully sublimated gear bag / 600D rip-stop polyester /
Two rear compartments / Large center compartment /
Includes shoulder carry strap / 12-unit minimum

MORE TEAM & SPIRIT GEAR

SILK SCREEN HOODIE MSRP: \$40 - NICA \$30

STRAW HATS MSRP: \$35 - NICA \$25

WATER BOTTLES MSRP: \$15 - NICA \$8

ICON WINDBREAKER MSRP: \$40 - NICA \$30

UMBRELLAS MSRP: \$35 - NICA \$25

STEMCAPS MSRP: \$15 - NICA \$10



For more detailed product information, please visit: www.hyperthreads.com/nica/



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