

YOUR GUIDE TO  
**VARSITY PIN  
TRADING**



# THE PROGRAM

Varsity Pin Trading™ is a fun way to cherish cheer and dance memories by collecting keepsake pins during competitions and camps.

But the program is about more than just trading and collecting as individuals. Pin Trading is an icebreaker that brings the cheer and dance communities together. Despite wearing opposing uniforms there's always common ground to be found.

## WHAT EACH PIN REPRESENTS

Varsity Pin Trading provides our community the opportunity to express themselves through their own personalized pin collection. They can show off quirky personalities, reflect causes that are close to heart, or detail where each individual calls home. We introduce new pins each season with hundreds more in the making. Collections include commemorative event pins, general release pins, and limited edition series.

## WHERE TO FIND PINS

Pins are available for sale through the Varsity Shop during select Varsity competitions and camps. Lanyards, bags and other items are also available to display collections.

We also offer a variety of Varsity Pin Trading "Starter Sets" which feature several uniquely themed pins. Some starter sets may also include a lanyard.

## PIN TRADING RULES

- To determine if a pin is tradable, it must have the "Varsity®" logo on the back.
- "Broche" or "clasp" pins are not accepted for trading.
- Pin should be in good condition.
- One pin should be traded at a time. For safety purposes, pin backs must be attached while trading.
- A maximum of two (2) pins per trader can be traded with a Varsity employee per day.
- Pins cannot be purchased from Varsity Pin Trading staff.
- When trading with a Varsity staff member, a pin must be offered to trade that is not currently on the staff member's lanyard.
- During the course of any Varsity event, pins that are on an official Varsity lanyard must be traded should a participant request a trade. If a Varsity employee doesn't want a personal pin to be traded, it should not be on their lanyard.

## 2012-2013 MYSTERY PIN GIVEAWAYS

This year, most Varsity competitions will feature a mystery trading pin giveaway. Each participant will be given a random mystery pin packaged with information about the Varsity Pin Trading program. The giveaways will come from a collection featuring ten cheer pins and five dance pins. In addition to the giveaways, the pins will also be available for purchase in the Varsity Shop onsite at select events.

## CUSTOMIZING

Cheerleaders and dancers can trade their custom pins with other teams. Mascots, school crests or school letters are some of the more common pins for teams. Only custom pins purchased through Varsity Pin Trading are tradable with the Varsity Pin Trading staff.

Customized pins can be ordered through a Varsity Fashion Representative. There are no design or mold fees, and shipping is free. Production time is typically 30 days from sample approval.

## FUNDRAISING

Customized pins also deliver an opportunity for cheer and dance teams to raise money. Teams can purchase custom trading pins through Varsity Pin Trading at a discounted price and then sell them to student bodies, alumni and their community and keep the proceeds.

## COLLECTING AND CONNECTING

Varsity Pin Trading is a way to cherish memories by collecting keepsake pins. But above the pins, this program aims to bring the cheer and dance communities closer than ever.



