



THE SIDELINE REPORT

| JULY 2026

July Team Special

Place your team order in July and receive one FREE replacement player set.

[EMAIL US](#)

**Offer valid on team orders of 10+ rostered players placed during July.
Replacement set includes matching uniform items only and excludes additional pieces and team apparel.*



July Blog: 7 Team Apparel Mistakes That Can Derail Your Season

Ordering team apparel should be an exciting part of preparing for a season.

It's the point where a program's identity becomes visible, athletes start imagining game day, and teams begin turning plans into reality. But every year, teams encounter many of the same avoidable problems—missed deadlines, incorrect sizes, rushed approvals, communication breakdowns, and last-minute stress.

The good news is that most of these issues can be traced back...

[Read more](#)



Website Updates



New Volleyball Design Catalog!

This month we added designs a volleyball uniform catalog. Be sure to check them out! Remember, if you see a design you love, but your team doesn't play volleyball, all designs can be modified to fit your sport - just let us know!



Team Wear Design Catalog Updated!

We added more than 20 new team wear designs to the catalog. Volleyball graphics were also added to support the new uniform design catalog. Be sure to check them out!

Monthly Design Trend: Building a Brand Athletes Want to Wear



A team's identity no longer starts and ends on game day. One of the biggest trends we're seeing across sports is the growing demand for apparel that goes beyond the uniform. Players want gear they can wear on the bus ride to away games, during warmups, around school, and even outside of athletics. Teams are building complete collections—not just jerseys.

And for today's athletes, that matters.

When the branding is done right, wearing team gear becomes more than just putting on a hoodie or T-shirt. It's a statement. It says, *"I play for this team."* It represents the work, the culture, and the pride that comes with being part of something bigger.

There's a reason athletes proudly wear the logos of recognizable programs. Being associated with a respected team or organization carries meaning. It becomes a badge of honor and, in many ways, a status symbol. Players want to represent something people recognize—and something others aspire to be part of.

That's why more programs are investing in coordinated hoodies, joggers, 1/4-zips, warmup gear, and travel apparel that create a consistent look from the locker room to the classroom. The goal isn't simply to outfit athletes; it's to create a brand that players are excited to wear and proud to represent.

Because the best team gear doesn't stay in a bag until game day. It gets worn on the way to practice. In the halls at school. Around town. And when people recognize that logo, those colors, and that program, it reinforces the culture you've worked hard to build.

Today's most successful programs understand that uniforms are only part of the equation. They're building something bigger. They're building brands athletes want to wear.

Team Spotlight - Blackbirds Baseball



Blackbirds are based out of Nashville, Tennessee. We realize life is bigger than baseball, that's why we emphasize the person over the player and work really hard on building culture. We take inspiration from the grind of blackbirds, a symbol of unity, cooperation, and collective strength. Just as a grind of blackbirds works together to achieve a common goal, we foster a supportive and cohesive environment where each player's growth and success are interwoven with the team's collective effort.

What was most important to you when choosing a uniform/apparel partner?

I always prefer to work with local companies and support and partner with people who have the same passion and appreciation for what we do. We refer to our organization as The Grind, so when we found Grind Sportswear, we followed the signs and partnered up. When choosing a partner, customization, flexibility, and responsiveness are important.

How would you describe your experience working with our team?

It's not easy creating something that stands out on the field and sets us apart from hundreds of other teams. Working with the team at [Grind Sportswear] made that a breeze. They helped us turn an idea into a reality, and when we take the field, people notice.

What did you have in mind for your design, and how did it come together?

Being able to see colors and fabrics in person has made a huge difference. We've tried doing it blindly and it never worked out in the past. We've made hundreds of designs and revisions over the years, and each time the designs come out just as we'd hoped.

How did the team react when they first saw or wore the uniforms?

They always love what we put together. You know you've done a good job when they can't pick a favorite uniform. They love the feel and weight of the full button jerseys. [Grind Sportswear] is hands down their favorite style we've ever had.

Our team colors and vibe is not traditional. We like it that way. If we were a run of the mill color combo organization, we could use anyone to make mediocre uniforms. We will never be that, so we will never have that kind of partner in the uniform world.

Would you recommend Grind Sportswear to other programs?

Yes. I have and will continue to do so.



Interested in having your team in the spotlight in The Sideline Report?

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