



2024

breast cancer  
awareness  
merchandise catalog



**TOLL FREE 800-254-5553**  
**PHONE 615-822-8431 • FAX 615-822-1894**  
**[WWW.CRUISINSPORTS.COM](http://WWW.CRUISINSPORTS.COM)**

GENERAL MOTORS TRADEMARKS ARE USED UNDER LICENSE TO CRUISIN SPORTS, INC.

## Dear Chevrolet Dealers & Partners,

Chevrolet continues its great partnership with the American Cancer Society in supporting the Making Strides Against Breast Cancer program. We are honored to have been selected as your official licensed Chevrolet/American Cancer Society merchandise supplier for the program.

The past years have been a great success for the Making Strides program, due to the support of Chevrolet, its LMA groups, and its dealers. This year we will proudly support the American Cancer Society Making Strides Against Breast Cancer® program by making generous contributions, in the name of Chevrolet, its dealers, and its partners, from the purchases of support merchandise you see in this catalog.

### *It's time to show our support.*

We've built a catalog with breast cancer awareness items tailored for events, ride and drives, or to give to customers on the sales floor or service drive. As in years past, many items sell out quickly, so we urge you to take advantage of this early start to your events and get what you need now. Like previous year, anything you order will be ready for delivery before October 1st, but most items were claimed before this time. **Cruisin Sports will contribute 10% of the sales price of each item from this program to the American Cancer Society** from the sales of BA items made through Friday, December 13, 2024.\*

### *Personalization Option.*

You can add your dealership name to embroidered items for an additional \$2.50 per item (minimum 12 items). Or add your dealership name to most of non-embroidered merchandise for a set-up fee, in most cases \$50.00, plus an additional \$0.50 per location (manufacturer minimum quantity required, call for details). You must order dealer personalized merchandise before September 13 to ensure October delivery.

***Cruisin Sports is now a Chevrolet iMR Turnkey Provider***, which means we will submit the sales iMR reimbursement on your behalf, removing any hassle or delays. As always, all of our merchandise qualifies for Chevrolet iMR funds (Co-Op), so take advantage by **telling us you want to use your iMR reimbursement funds when placing your order.**

If you have any questions regarding our merchandise or anything else, please feel free to contact us.

We wish you the best in your support of the American Cancer Society's efforts to save lives from breast cancer.

Respectfully yours,



Justin Perkins  
Vice President of Cruisin Sports, Inc.

# ACTIVATION VALUE KIT MERCHANDISE PRICING

## HOW IT WORKS:

### Step 1: Pick a Value Kit Size

All kits contain the items shown to the right with the following breakdowns:

**Small Kit ..... \$240.00**

Small Kit contains 10\* of each item on right page.

Unisex Tee Breakdown: 2 small, 3 medium, 3 large, 2 XL

**\$40 SAVINGS**

**Medium Kit ..... \$600.00**

Medium Kit contains 25\* of each item on right page.

Unisex Tee Breakdown: 3 small, 8 medium, 8 large, 6 XL

**\$100 SAVINGS**

**Large Kit ..... \$1,100.00**

Large Kit contains 50\* of each item on right page.

Unisex Tee Breakdown: 8 small, 16 medium, 16 large, 10 XL

**\$300 SAVINGS**



**BA1026**



**BA9093**  
Rally Towel



**BA9089**

### Step 2: Place Your Order

Once you have decided on the kit that best suits your dealership, pick up the phone and give us a call at 800-254-5553.

Prices do not include outbound shipping.



**BA9022**



**BA9060**



**BA9014**

## Cruisin Sports is an iMR Turnkey Provider!

Cruisin Sports is now a Chevrolet iMR Turnkey Provider, which means we will submit the sales iMR reimbursement on your behalf, removing any hassle or delays. As always, all of our merchandise qualifies for Chevrolet iMR funds (Co-Op), so take advantage by telling us you want to use your iMR reimbursement funds when placing your order.

**BA1028**  
 Tie-dye Pink

**\$12<sup>50</sup>**
**STRONGER TEE**

Unisex Pink 90/10 cotton/poly preshrunk cotton t-shirt. Small-2XL

**BA1025**  
 Black

**\$10<sup>00</sup>**
**I CAN FIGHT CANCER TEE**

Unisex 100% preshrunk cotton t-shirt with taped neck and shoulders. Small-2XL

**DPBA1025**  
 Personalized  
 I Can Fight

**BA1029**  
 Dark Heather

**\$10<sup>00</sup>**
**DRIVE OVER CANCER TEE**

Unisex 100% Cotton preshrunk cotton dark heather t-shirt. Small-2XL

**\*ALL T-SHIRTS CAN BE DEALER PERSONALIZED ON THE BACK!  
 ONE COLOR LOGO ADD \$2.50.  
 MINIMUM ORDER = 72**

**DPBA1029**  
 Personalized  
 Drive Over Cancer

**BA1026**  
 Heather Heliconia

**\$10<sup>00</sup>**
**FIGHT SQUARE TEE**

Unisex Heather Heliconia 50/50 cotton/poly preshrunk cotton. Small-2XL

**DPBA1026**  
 Personalized  
 Fight Cancer

**ORDER TODAY!**
**800-254-5553**



**BA2011**

This hat provides simple perfection. 100% cotton twill fabric with a velcro closure. Minimum 4

**\$10<sup>00</sup>**  
Dealer Personalized add \$2.50

**DPBA2011** \*Dealer Personalized, see note.

**\*CAN BE DEALER PERSONALIZED ON THE BACK! ONE COLOR LOGO ADD \$2.50. MINIMUM ORDER = 72**

**BA2021**

This classic trucker cap in a charity pink color is the ultimate support cap for all walks, runs, and breast cancer charity events this October. Minimum 4

**DPBA2021**

\*Dealer Personalized, see note.



**\$13<sup>00</sup>**  
Dealer Personalized add \$2.50



**\$13<sup>00</sup>**  
Dealer Personalized add \$2.50

**BA2013**

If you are looking for a stylish way to give back, this charcoal cap with pink mesh is for you. Minimum 4

**DPBA2013** \*Dealer Personalized, see note.



**\$10<sup>00</sup>**  
Dealer Personalized add \$2.50

**BA2018**

An unstructured version of our popular structured twill cap, this style has a low profile and is a perfect way to uniform the team. Minimum 4

**DPBA2018** \*Dealer Personalized, see note.


**BA2022**

If you are looking for a stylish way to give back, this black flat bill cap features a statement pink bill and eyelets. Minimum 4

**\$13<sup>00</sup>**

Dealer Personalized add \$2.50

**DPBA2022**

\*Dealer Personalized, see note.


**BA2020**

Our two-tone mesh design makes this breathable cap stand out. The front panels are black twill, while the mid and back panels layer color under the mesh for an iridescent effect. Minimum 4

**\$12<sup>00</sup>**

Dealer Personalized add \$2.50

**DPBA2020**

\*Dealer Personalized, see note.

**\*DEALER NAME ONLY  
ON THE BACK FOR  
PERSONALIZED HATS.  
ADD \$2.50**

**NEW**


**BA2023**

Don't go trolling for the next big thing -- pick up on these classic tie dye bucket style fishing hats. Provides coverage from the sun with all around quality stitching for great looks and lines. One size fits all.

**\$12<sup>00</sup>**

Dealer Personalized add \$2.50

**BA2017**

Pink


**BA2019**

Black


**BEANIES**

We took our popular knit cap style and fully lined it with fleece for additional warmth and comfort. Minimum 4

**\$10<sup>00</sup>**

Dealer Personalized add \$2.50

**DPBA2017**

\*Dealer Personalized, see note.

**DPBA2019**

\*Dealer Personalized, see note.

**ORDER  
TODAY!**

**800-254-5553**

**BA6002**  
Chevy Cares



**\$35<sup>00</sup>**  
Add \$2 for 2XL, \$3 for 3XL, etc.

**NEW**

**PINK SPONGE FLEECE HOODIE**

- 8-ounce, 52/48 Airlume combed and ring-spun cotton/polyester
- Retail fit
- White drawcord

**BA6001**  
Beat Cancer Black Pullover Hoodie



**\$20<sup>00</sup>**  
Add \$2 for 2XL, \$3 for 3XL, etc.

**DPBA6001**  
Personalized Black Pullover Hoodie

**HOODED SWEATSHIRT**

- 8-ounce, 50/50 cotton/poly
- Double-needle stitching at waistband and cuffs
- Double-lined hood with dyed-to-match drawcord
- Front pouch pocket

**BA5002**  
Unisex Pink windshirt



**\$38<sup>00</sup>**  
Add \$2 for 2XL, \$3 for 3XL, etc.

**CHAMPION PACKABLE QUARTER-ZIP JACKET**

An extremely flexible layer with a soft-brushed backing and moisture control for year-round comfort. This 6.8 ounce, poly/spandex blend pullover has a taped collar and a tag-free label.

**BA5001**  
Men's Black pullover



**\$38<sup>00</sup>**  
Add \$2 for 2XL, \$3 for 3XL, etc.

**BA5000**  
Ladies' Pink pullover



**QUARTER-ZIP PULLOVER**

An extremely flexible layer with a soft-brushed backing and moisture control for year-round comfort. This 6.8 ounce, poly/spandex blend pullover has a taped collar and a tag-free label.

**BA3002**

Ladies' Black

**DPBA3002**

 Personalized  
Ladies' Black

**BA3003**

Men's Black

**DPBA3003**

 Personalized  
Men's Black

**BA3000**

Ladies' Pink

**DPBA3000**

 Personalized  
Ladies' Pink

**BA3001**

Men's Pink

**DPBA3001**

 Personalized  
Men's Pink

**\$22<sup>00</sup>**

Add \$2 for 2XL, \$3 for 3XL, etc.

**SILK TOUCH™ COTTON POLO**

A comfortable classic polo with superior wrinkle and shrink resistance, a silky soft feel and an incredible range of styles, sizes and colors. Ladies' available in sizes Small-2XL. Men's available in sizes Medium-3XL.

**CALL TO ASK ABOUT DEALER PERSONALIZATION**
**BA4002**

 Men's  
Steel Grey

**BA4003**

Men's Pink

**BA4000**

Ladies' Steel Grey

**BA4001**

Ladies' Pink


**LONG SLEEVE EASY CARE SHIRT**

This comfortable wash-and-wear shirt is indispensable for the workday. Wrinkle resistance makes this shirt a cut above the competition so you and your staff can be, too. Ladies' available in sizes Small-2XL. Men's available in sizes Small-3XL.

**\$30<sup>00</sup>**

Add \$2 for 2XL, \$3 for 3XL, etc.

**ORDER  
TODAY!**
**800-254-5553**



**BA4004**  
Hawaiian Shirt



**\$20<sup>00</sup>**  
Add \$2 for 2XL, \$3 for 3XL, etc.

**NEW**

**SUBLIMATED HAWAIIAN SHIRT**

135 GSM breathable wrinkle-free Unisex UV-resistant Hawaiian Shirts. It is made of lightweight 95% Polyester + 5% Spandex fabric and is UV resistant, stretchy, breathable & cooling.



**BA9099**  
Pink Bowtie Pattern Neck Tie

**\$12<sup>00</sup>**

**BOWTIE NECK TIE**

Custom neck tie, 58" standard length. White repeating bowtie logo pattern throughout.

**NEW**



**NEW**

**BA9078**  
Chevy Cares - Ribbon Socks  
**RIBBON SOCKS**

Custom black and pink ribbon socks with pink heel and toe. Crew socks, one size fits most.

**\$18<sup>00</sup>**

**BA9101**  
Chevy Cares - Pink Shoe Laces  
3/8 " sublimated shoe laces with plastic tips.

**\$7<sup>50</sup>**

**POLYESTER LANYARD**

These 3/4" wide lanyards are perfect to help identify staff and essential staff volunteers for all of your breast cancer fund-raising events.

**BA9089**  
Pink Lanyard

**\$3<sup>00</sup>**

**WHILE SUPPLIES LAST!**
**BA9080**  
 Synthetic  
 Tennis Ball

~~\$2.00~~
**\$1.50**
**TENNIS BALL**

Pet-friendly. Non-toxic ink used for imprint. Made of Rubber & features 100% Polyester felt exterior.

**BA9022**  
 Sunglasses

**\$3.00**
**TWO-TONE SUNGLASSES**

Two-tone black/pink sunglasses are a great way to show your support and stay in style, too! Made of polypropylene, they are durable and perfect for walks. UV400 lenses provide 100% UVA/UVB protection. Minimum 6.

**NEW**

**\$3.00**
**BA9097**

Paracord Bracelet

- Approx. 10 ft of polyester tactical paracord
- Easy-release plastic buckle
- Makes a great event wristband
- Uses include: Shelter line, tourniquet, tent string, boot laces, belt, arm sling, fishing line, snares and traps, gear repair, luggage tags, log pull

**BA9092**

Cares Lapel Pin



This lapel pin is a highly effective way to express your support. Minimum 12

**\$2.50**
**BA9086**  
 Hand Sanitizer

**HAND  
 SANITIZER**

- Lightly Scented
- 62% Ethyl Alcohol Content
- Meets FDA Requirements

**\$2.50**

**\$2.50**
**BA9006**

Ribbon Lapel Pin

**LAPEL PIN**

This lapel pin is a simple but effective way to express your support. NEW magnetic closure. Minimum 12

**ORDER  
 TODAY!**
**800-254-5553**

**BA9074**  
Charging Phone Stand



**WIRELESS PHONE CHARGER AND STAND**

Designed to charge most remote wireless charging enabled smartphones (including iPhones 8, 8+, X, XS, XS+, XR, 11 and 11 Pro). Check your device specs prior to purchase.

**\$15<sup>00</sup>**

**WHILE SUPPLIES LAST!**

**BA9100**  
Desk Mat

**DESK MAT**

This Gaming Mouse Pad is durable and flexible enough to roll up. Keep a clean, uncluttered desk can help to improve the gaming experience for gamers or the work efficiency in the office. 31.5" L x 11.8" W x 0.08" H

**NEW**



**#WeDriveFor**



**\$18<sup>00</sup>**

**BA9102**  
Mouse Pad

**NEW**



**MOUSE PAD**

Make strides every day with this 9-1/4" x 7-3/4" mousepad made from 1/8" rubber. It's great for home or business offices and puts your contact information within reach while keeping it visible on a consistent basis.

**\$3<sup>50</sup>**

**BA9065**  
Ribbon Grip Pen



**RIBBON GRIP PEN**

ABS plastic click pen with soft TPR grip featuring engraved awareness ribbon in the mold. Includes black, medium-point ink.

**\$2<sup>00</sup>**



**BA9072**  
Can Holder  
**METALLIC CAN HOLDER**

Show your support while keeping your drink cold longer with this metallic neoprene can cooler.

**\$4<sup>00</sup>**

**WHILE SUPPLIES LAST!**

**NEW**



**BA9098**  
Pink Mug

**\$8<sup>50</sup>**

**PINK MUG**

11 oz. pink mug with the Chevy cares logo in white.



**BA9059**

Color Change Tumbler

Without Liquid

With Liquid

**\$9<sup>00</sup>**

**COLOR CHANGE TUMBLER**

Double-wall construction for insulation of hot or cold liquids. Circles change color when ice-cold beverages are added.

**40 OZ. INTREPID TUMBLER**

Keep hydrated all day with this 40 oz. tumbler with carry handle. Stainless steel outer and inner, double-wall construction tumbler for insulation of hot and cold beverages.



**BA9095**  
40 oz. Tumbler

**\$25<sup>00</sup>**



**BA9060**

Poly-Clean™ Sport Bottle

**SPORT BOTTLE**

This water bottle is the perfect giveaway at all of your sponsored events. It is made with PET material and is BPA free. Not for hot liquid use. Made in the USA.

**\$4<sup>00</sup>**

**ORDER TODAY!**

**800-254-5553**

**BA9003**

Wrist Band

**\$2<sup>00</sup>**



**SILICON BAND**

This is another simple but classic way to show your support for breast cancer awareness. Minimum 12

**BA9087**

Lunch Cooler



**WHILE SUPPLIES LAST!**

**LUNCH COOLER**

Keep your sweets cool in this sweet spot lunch cooler with a zippered main compartment. It features a front slip pocket, carry handle and a heat-sealed PEVA liner.

**\$12<sup>50</sup>**

**WHILE SUPPLIES LAST!**

**BA9052**

Running Belt



\*iPhone and headphones not included

**\$5<sup>00</sup>**

**RUNNING BELT**

This Lycra running belt fanny pack features a large zippered front pocket and an inside key pocket. A built-in slot for ear buds for a hands free run. Maximum belt size is 41".

**BA9014**

Cinch Bag



**ZIPPER CINCH BAG**

Here is a great backpack that has an extra pocket and headphone hole so you can listen while you walk. Made of 210D polyester and reinforced eyelets. Spot Clean/Air Dry. Minimum 4

**\$4<sup>00</sup>**

**BA9094**

Canvas Belt Bag

**NEW**



**CANVAS BELT BAG**

Keep it close. Keep it Simple. This belt bag is the perfect every-day, hands-free, and on-the-go bag. When life gives you too much to hold, we've got a bag for that! Adjustable nylon webbing belt. Double-pull zipper. Lined with natural muslin.

**\$20<sup>00</sup>**

**DPBA9014**

Dealer Personalized option. Call for pricing.

## BA9093 • Rally Towel



**\$4<sup>00</sup>**

### RALLY TOWEL

100% cotton terry cloth rally towel to show off your spirit. This multi-use towel is approximately 15.5" w X 13.25" h.

## BA9096

7" Chevy Cares Panda Bear

**\$10<sup>00</sup>**



## BA9079

Black



### FLEECE BLANKET

100% spun polyester fleece with Dyed-to-match blanket stitch hem. Web carrying strap with buckles. Dimensions: 50" x 60"

**\$15<sup>00</sup>**

## OGIO® LOGAN PACK

This pack makes a bold statement while protecting all your techie toys. Made from a 840D poly dobby fabric with PU backing. Its features include: a spacious main compartment; large secondary compartment; interior padded laptop compartment; interior padded tablet sleeve; front compartment with deluxe organization panel; zippered pocket and key fob; ergonomic padded shoulder straps; padded back panel with moisture-wicking air mesh; dual side mesh water bottle/ accessory holders. OGIO embroidered zipper pulls. Laptop sleeve: 15"h x 12"w x 1.5"d; fits most 15" laptops. Dimensions: 18"h x 12.75"w x 9"d

**\$50<sup>00</sup>**

## BA9083

Logan Pack



**ORDER TODAY!**

**800-254-5553**

# PINK CORNHOLE GAME

## FEATURES:

- Quality 1/2" Plywood Tops - Smooth finish, excellent playability.
- Top Choice Finish Grade 2 x 4's - Superior to the basic framing boards others use.
- Finished with clear gloss sealant for protection.
- Perfect 6" holes.
- Strong, foldable 2 x 4 leg construction with carriage bolts and wing nuts
- We paint the sides and legs and touch up our boards!
- Complete cornhole bag set included in our price. 8 bags with custom logo.

**BA9879**  
PINK RIBBON  
BOARD & BAGS



**\$275<sup>00</sup>**

Complete set contains two boards and 8 bags (4 black, 4 pink)



**BA9067**  
Golf Towel

## GOLF TOWEL

A handy carabiner allows you to hang this lightweight, absorbent, odor-fighting towel off the golf bag.

**\$8<sup>00</sup>**

**BA9090**  
Pink Golf Balls

## CALLAWAY SUPERSOFT 3 BALL TUBE

The softest Callaway golf ball, this 3 ball box will have your game playing perfect for your charity event. Super long, super straight, these ball have been improved to combine incredible cover, core and flight technologies to make it even better.



**\$11<sup>00</sup>**



**BA9091**  
Golf Tee  
Combo Pack

**\$150**

## GOLF TEE + BALL MARKER POLYBAG COMBO PACK

(6) 2 3/4" Golf Tees & (2) Ball Marker Packaged in a Reusable Zip Lock Poly Bag. Great for Handouts at Trade Shows, Golf Tournaments, etc.

Cruisin Sports is happy to announce that we are a  
**Sales iMR Turnkey Provider**

## Billing Info

Chevrolet Dealers can have their purchases invoiced through BARS DCS. It is as easy as calling us with your 5-digit Sales and Service Account number and placing your order.

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## Contact Info

If you have additional questions, would like to speak about custom orders / dealer personalization, or are ready to place your order, contact Cruisin Sports in one of the following ways:

**Toll Free: 800-254-5553**

**Fax: 615-822-1894**

**Local: 615-822-8431**

**Email: [sales@cruisinsports.com](mailto:sales@cruisinsports.com)**



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**(8AM-5PM CENTRAL TIME)**

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