

PROJECT GOLDEN GATE

BRIDGING IN-STORE AND ONLINE SALES

No store can stock every school. Golden Gate turns one shelf into the full collegiate lineup — see it here, buy your school on the spot.

HOW IT WORKS

- 1 The shelf carries 1–2 featured schools.
- 2 The shopper scans the QR on this hanger.
- 3 A SCHEELS × Desert Fox Golf shop opens with every school and product.
- 4 They buy in seconds — ships to their home.

WHAT IT DELIVERS

- ✓ Full assortment, zero added inventory
- ✓ Keeps the sale here — not on Amazon
- ✓ In-store touch & feel, online selection

We're open to exploring different ways to test this.

Demo site — concept preview for SCHEELS ·
goldengate.dfgadmin.com/scheels