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Unionville Sports Council Announces Kelly's Sports Agreement

The Unionville Sports Council (USC) has announced a marketing agreement with Kelly's Sports, one of the nation's leading team sports dealers. The USC will be featuring a link to Kelly's website as part of its "Just Click it" Shopping Partners program. When consumers click on the Kelly's logo, they will be directed to the regular Kelly's home page. When consumers then purchase product from Kelly's, a percentage of that purchase is then allocated to the USC's efforts to improve sports and physical activity facilities at the high school.

"We are pleased that Kelly's Sports has chosen the Sports Council's web site in order to launch their new Affiliate Marketing program," says Joe Carney of Unionville Sports Council. Anyone can go to the site to make purchases, whether it is a single player who needs shinguards or a team who wants to buy matching gloves.

Kelly's Sports carry some of the same items as the big retailers, but also offers other items. The large retailers tends to carry lower to mid range sports equipment, while Kelly's carries a lot of the top end items for advanced athletes. They carry all the big sports as well as the smaller sports, like rugby. Kelly's prides itself on a wider selection of products than the large retailers. A good example is lacrosse and ice hockey. Kelly's has a full wall of products to choose from.

"As a Unionville grad, I know how bad the athletic facilities were, and I can only imagine that they have gotten worse since I left," says Steve Kelly, Jr. of Kelly's Sports. "I remember our first meeting with the Unionville Sports Council and we wanted to do something to help out the cause."

About Kelly's Sports:

Kelly's Sports is a family owned, full-service sporting goods business that started in West Chester, PA in 1972. As a full service retail sporting goods store and Team Sports Dealer, Sporting Goods Dealer Magazine named Kelly's as one of the Top 10 Dealers in the Nation. Their online store is an extension of their current brick-and-mortar retail division, where quality products are offered with superior service.

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