



# **GK BUILDING FOR TOMORROW**

**I**t's a fact of life that all sports depend upon sponsorships from leaders in the industry to help their sport grow and thrive, and gymnastics is no different. One of the most active and committed supporters in the sport of gymnastics today, is Elite Sportswear, "GK."

For 27 years Elite Sportswear has manufactured "GK" apparel and the company has been a steady and dependable supporter of the sport at all levels. From the U.S. National Team sponsorship which they held from 1989 through 1992, right up to today, "GK" has always been there, ready to pull out all the stops to do whatever was needed to meet the demands of this very unique

For instance, the JO National events did not always have the look they do today. Prior to 1984, athletes qualifying for J.O. Nationals went to Championships wearing their individual club apparel. Even though they were part of a regional team, they were not outfitted alike.

The first regional team to go to JO Championships dressed as a team was the Region 5 Women's Team in 1983. In order to instill that all important team spirit in his team, Ron Ganim's entire Region 5 team paraded out in specially made, matching, GK warm-ups and leotards. They made such an impression, that USA Gymnastics approached Elite Sportswear about doing the same thing for ALL of the regional teams! In 1984, the first contract for an official JO National team apparel sponsor was awarded to GK for that year's competition.

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market. The GK logo has appeared on athletes at Trampoline and Tumbling's World Age Group Games, the Gymnastada and the Maccabi Games, as well on numerous national teams from Australia, Ukraine, Germany and Belarus. But, perhaps one of their biggest contributions has been not to the stars of the sport, but to the athletes who are the promise of tomorrow.

The dream was for the JO Nationals to have a polished look, with each regional team proudly sporting their individual set of colors at Championships. To achieve that, Elite carefully and enthusiastically perfected the process required to outfit the hundreds of athletes and coaches that participated in the Junior Olympics in the very short time period between regional meets



USA GYMNASTICS

2008  
**JUNIOR OLYMPIC**  
USA Gymnastics  
National Championships



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and the nationals. With the process in full swing, each year every athlete at Nationals receives his/her apparel individually boxed, bearing his/her name and a note of congratulations from the employees of GK. Over the years, the program has grown to include new disciplines and programs, and Elite has never flinched. Today, as official apparel supplier to USA Gymnastics' Junior Olympic and Grassroots Development programs, their brand, "GK," outfits the very important developmental youth teams and programs for all five disciplines of gymnastics. Programs such as Future Stars, TOPS, the Level 9 East & West

Championships, and the Jump Start Development program all receive the benefit of Elite's special touch.

As the official supplier from 2001 through 2008, Elite Sportswear furnished in the neighborhood of 3800 pieces of apparel per year, to these programs. This included men's and women's competitive apparel and warm-ups for approximately 2400 athletes and coaches each year, and represents a contribution of approximately \$275,000 a year, or over two million dollars worth of product over the course of those eight years!

This commitment has not gone unnoticed by the gymnastic community. In 2000, Elite Sportswear was awarded the Shirley Marshak Memorial Award for recognition of its contributions to the TOPs program. Elite's commitment to detail, fit, and service also earned the company another high honor in 1999, when it was chosen by adidas, to manufacture the U.S. Olympic and National Team competitive apparel. The two companies cooperated in the project, each bringing their own special insights and talents to the table, and the result was both professional and skillful. The partnership continues today, with the 2008 National and Olympic teams to be the most recent beneficiaries of



Elite's expertise.

From future stars to today's top athletes, it is quite evident that Elite believes in supporting the sport it services. The success the company has experienced in the past 27 years is a direct result of the quality and caring that "GK" has come to be known for in the industry. In sponsoring programs such as Junior Olympics and TOPS, Elite demonstrates its continued support and a desire to give something back to the sport that has helped the company to grow and prosper. ✨

