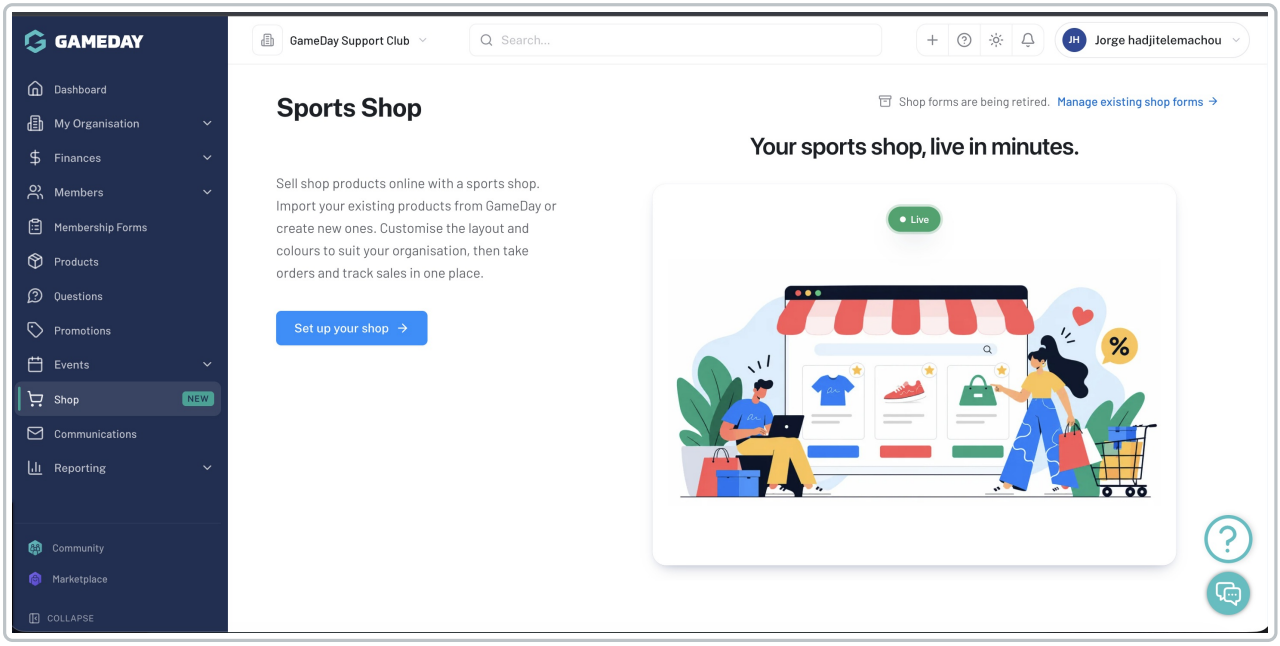
Sports Shop | Overview

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Overview

The Sports Shop allows your organisation to sell merchandise and add-on products through its own dedicated online storefront. Users can purchase shop items online by card and collect their items directly from your club, as shipping and delivery are not currently available.

While you manage your storefront and products from the **Shop Admin**, day-to-day order adjustments—such as refunds, cancellations, and resending receipts—are handled directly through the order record in the **GameDay portal**.



Before You Begin

To set up and launch your Sports Shop, ensure your organisation has the following in place:

- **Active Stripe Gateway:** An active Stripe payment gateway connected to your GameDay account.
- **Completed Stripe Onboarding:** A fully verified Stripe account (required before taking your shop live).
- **Supported Currency:** Your organisation's currency set to **AUD**, **NZD**, **GBP**, or **EUR**.

How the Sports Shop Works

1. **Storefront Setup:** Your organisation receives a single Sports Shop with its own unique web address (your shop link) to share with members and supporters.

2. **Product Management:** You can populate your shop using existing GameDay add-on products or create new products directly within the shop interface.

3. **Guest Checkout:** Customers can browse and purchase items without needing a GameDay account or an active club membership.

4. **Secure Payment:** Checkout is processed by card via a secure GameDay payment page. Once paid, the customer automatically receives an order confirmation and email receipt.

5. **Order Fulfilment:** After a customer collects their items from your club, simply mark the order as fulfilled in your portal to keep your records up to date.

Guides

- **Get set up:** How to set up your Sports Shop; How to sign in to your shop admin; How to take your Sports Shop live or pause it; How to change your shop link.
- **Run your shop:** How to use your shop dashboard; How to add products to your Sports Shop; How to manage products, stock and order limits; How to customise your storefront; How to update your shop settings; How to use promo codes in your Sports Shop.
- **Orders and money:** How customers order from your Sports Shop; How to view and fulfil Sports Shop orders; How to refund or cancel a Sports Shop order and resend a receipt; How Sports Shop payments and payouts work.