



THE MISSION:

Chainwheel Moto Media brings an unparalleled passion for capturing the perfect moments in the all-encompassing high octane action sport that is motocross. Alongside a film premier that would later debut at an international film festival, the crew behind the camera wanted to help raise awareness and support from their friends with some printed merchandise.

THE OUTCOME:

We partnered with Chainwheel Moto to bring in some of their original artwork as well as a graphics kit to be screen printed and embroidered on some awesome merchandise including shirts, hats and stickers.

THE IMPACT:

All sales made from merchandise during the premier helped to make up the costs of the self-funded and directed documentary. Other than financial success, At every motocross event in New England following the premier and nationwide, the Chainwheel Moto brand could be found hiding somewhere in the crowd greatly increasing brand exposure.

BURNING SCREENS & RUBBER: MOTO MERCH FOR FILM PREMIER

SERVICES

Merchandise
Apparel Design
Illustration

Branding
Screen Printing
Sales



ABOUT THE CLIENT:

Based out of Millis MA, Chainwheel Moto Media pairs a passion for high octane, adrenaline pumping motocross madness with the highest quality original media in New England to a screen near you.

THE GOAL:

With the premier of their self-funded and directed documentary that had countless days and hours invested into it, the team at Chainwheel wanted to add some flare to an already big night. The best way to do this for them was to bring in some awesome gear for their fans. With some event swag, the crew would help to both raise awareness for the international premier coming later that month and to increase engagement/brand presence in general. With around 45 days from the initial premier, it was clear that the rubber had to hit the road immediately to get everything squared away in time. What is a release of anything special without some awesome swag to commemorate it?

THE GAP:

As recent college graduates, they still knew the importance of balancing work and fun while still living in the moment. When they were done burning the candle at both ends bringing the passion project to life, the nightly hangout and decompression session evolved into a conversation about concerts. The conversation seemed to flow organically to people spending all of their money on posters, shirts and stickers.

There seemed to be something electric about the merch stand at a concert. It almost seemed magical, like a signed poster or a shirt had the power to transport you back in time. It was this thought, that a poster or shirt, could have you seeing lights fade out and the spotlight focus in on your favorite act as that tingle runs down your spine.

THE DECIDING FACTOR/GAMBLE:

As the buzz grew nearing the completion of filming and editing, that same thought of merch kept bubbling back to the surface. While this was going to be a milestone for the team at Chainwheel Moto, it was also an event that they wanted to share with others, just like a concert. With the clock quickly running out before the premier, a new creative venture was now seemed to loom on the horizon. They wanted to recreate that same emotional response that draws you in like spotting what was about to be your new favorite shirt or the newest addition to your wall.

Merchandise wasn't necessarily a necessity for this event, but it was something that everyone felt would really enhance the experience to make it unforgettable. Without some kind of merch to commemorate the premier, it seemed like a conversation of regret and coulda/woulda/shoulda would linger after the event. With apparel or stickers, every motocross or motorcycle themed event within 200 miles would undoubtedly see the Chainwheel brand in the crowd or slapped onto some bike.



THE DISCOVERY PROCESS:

The motorcycle crowd has largely been a DIY culture and Chainwheel Moto was no stranger to this sentiment. Besides being talented behind the handlebars, artwork also came naturally to this crew. With experience making dirtbike kit graphics, apparel design was still a foreign concept but very similar.

The crew knew they wanted to stay true to the classic motocross vibe while bringing their own flavor into the mix. As we began to create graphics together, the ideas seemed to spring to life, feeding off of each other in harmony. A few concepts that started off more industrial ended up taking a more fun turn that would eventually end in very vibrant and loud tie-dye prints.

With artwork made and ideas for fresh concepts finalized, it was time to educate these riders on the screen printing process. A lot more setup and physical demand goes into this process than they had originally thought. From separating colors in artwork

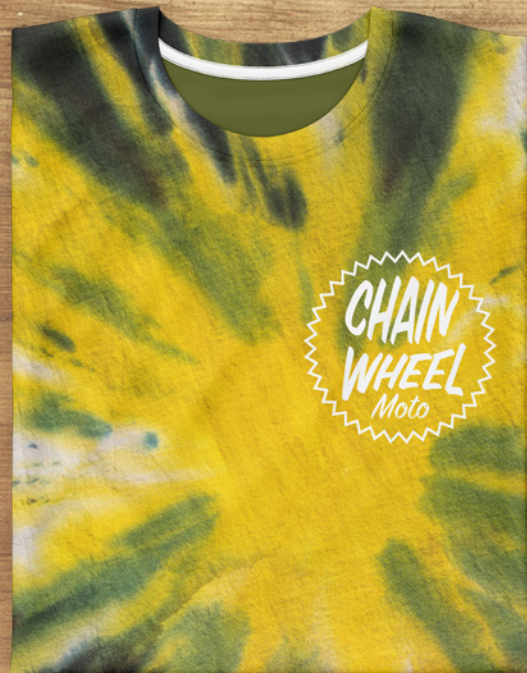




to working with emulsion in darkrooms and exposing screens, it was clear that screen printing was a beast of its own. While the guys were having fun “kicking up cake batter” on dirt tracks, I set out to make my own mess mixing up pantone colors in preparation of the first test prints.

With our colors mixed, screens taped and registered on press, it was time for ink to meet apparel in production. We started the night by unboxing our order of 150 shirts in short sleeves, long sleeves and sweatshirts. By the end of the process, there would be more than 600 imprints in total. After cruising through about a third of the shirts, I let the crew step out from behind the handlebars to the squeegee and try their luck at a new skill. After a few learning strokes, they were in business. It was a fun night of new experiences including sharing how we heat up some snacks in our giant convention dryer while we work on a large runs of apparel. As the last shirt came through the dryer, we got everything bagged and boxed up, ready to hit the merch table.





THE GAIN:

With some good ole fashioned word of mouth advertising, the boys packed in a full house at Wachusett Brewery for the premier. While the film garnered everyone's full attention, the merch booth had a pulse of its own all night. As anticipated, a constant stream of people were drawn to the table like a moth to light. All of the merch from the apparel to the stickers sold out within the first hour of the event. The designs and the electricity in the air proved to be such a powerful combination that the team ended up taking backorders of several of the designs to be printed within the coming weeks. The concert merchandise idea translated seamlessly to this moto madness event.

Other than the outright satisfaction of people wearing some cool new apparel hot of the press, this was a big financial win for Chainwheel Moto. With access to my services working at a print shop, I was able to source quality apparel at a discounted rate as well as provide the professional services like screen printing firsthand. With no outsourcing of the production process, these adrenaline junkies were able to focus on spreading their message instead of budgetary concerns. As sales closed out for the night, the heavy cost of the self-funded and directed documentary was now able to make its way back to the Chainwheel team as a return of investment through merch sales.

TRANSCEND

A FILM BY CHAINWHEEL MOTO



FEATURING:
MOTOCROSS
ROAD RACING
ICE RACING
OFFROAD
SUPERMOTO
FREERIDING
FREESTYLE

CHAINWHEEL MOTO PRESENTS TRANSCEND DIRECTED BY ETHAN VARA PRODUCED BY BRIAN WALSH
FEATURING ROBBY MARSHALL, JIMMY DECOTIS, BRODY WILSON, NICK BATTEN,
JOHNNY CIRROIR, TYLER SWEENEY, SETH BEATON, AND MANY MORE.
MUSIC BY DATENIGHT, BAKED, BAASKAT, EDO LEE, COURTTERS, BLACK BEACH, AND BEEEF



"THESE SHIRTS WERE SICK! IT WAS SUPER COOL TO GET THE OPPORTUNITY TO SEE HOW A DESIGN WAS CREATED AND THE STEPS IT TAKES TO GET IT ONTO SHIRTS. THE WHOLE PROCESS WAS RAD AND I WOULD HIGHLY RECOMMEND WORKING WITH SWTL DESIGN"

ETHAN VARA
CHAINWHEEL MOTO
DIRECTOR & EDITOR

ARE YOU READY TO TELL YOUR STORY?

GET IN TOUCH TO DISCUSS YOUR NEXT PROJECT
& SEE IF WE'RE A GOOD FIT

[INSTAGRAM](#)

[DRIBBBLE](#)

[BEHANCE](#)

[WEBSITE](#)

[EMAIL](#)

[PINTEREST](#)

SWTL DESIGN
STUDIO

© SWTL DESIGN STUDIOS 2022