



Selling Custom T-Shirts at Montreal Festivals

Description

Tips to set up a thriving business at Montreal's various festive events

Montreal is considered one of Canada's cultural giants, with numerous festive events celebrating art, music, and social gatherings where locals and visitors enjoy days of concerts, parades, and other cultural celebrations all year long.

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These events provide memorable experiences for attendees and can be seen as an opportunity to earn and, hopefully, open a path to a more significant business venture in the long run, like becoming a custom t-shirt retailer. If this is something that you have in mind, keep reading below for some tips to help you set up this festive business opportunity.

Understand the event

Before creating a design for a particular theme, you need to understand first the rules of selling souvenirs or other items in your desired event. Find out if you can sell on the festival grounds or set up a booth for selling your products directly. All events have their websites that you can check for schedules, requirements and retailer instructions. Be sure to have all the go-signals first before proceeding with the project.

Create a thematic design

From the energetic **Osheaga Festival** to the colourful **Gay Pride Parade**, Montreal boasts [many memorable annual festivities](#) that you can make a t-shirt design of. The beauty of it is that the design doesn't have to be complicated. You can print out statements like "I was inspired at the Montreal World Film Festival" and combine them with the [latest t-shirt design trends](#) to make them more appealing and relatable. If you have no background in design, you can hire a freelance designer to help you out.



Offer in Quality Material Only

If you want this gig to become a full-time business, you need to offer t-shirts in quality materials. Even if it's just a one-off project, offering a thematic shirt with comfortable wear will leave event-goers in a more festive mood. You need to sell something that customers want to wear again for next year's event or simply flaunt it anywhere as the festival's memorabilia.

Partner With Professional Printers

Silkscreening is one of the best ways to turn your dream design into reality. But, instead of printing by yourself, you can source from a supplier to ensure quality output. Look for the right partner for [t-shirt printing in Montreal](#) that uses the proper printing method and the latest tools.

Run the Numbers Carefully

Costing and pricing are sensitive to several factors, especially for annual events. Since your t-shirts will be centred around one occasion, you have to ensure they sell out before it ends. Otherwise, you either wait for next year's celebration, which may not be ideal.

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To help you with costing, remember that the more t-shirts you source, the cheaper they will cost you. But don't order too many shirts that you can't sell.

You need to price your t-shirts carefully to break even and achieve an excellent return on investment. One factor that may tweak your pricing is knowing how event-goers are mostly spending their money to attend the event itself and not so much on the merch. So price your t-shirts reasonably.

Enjoy and Earn!

Montreal is a beautiful festive city that offers many opportunities to have fun and earn. One of the best strategies to profit without losing that festive touch is by making thematic shirts that attendees can use as memorabilia or further embrace the spirit of celebration. You can soon be a successful t-shirt retailer in Montreal by carefully planning and running this project. So have fun and prosper!

Image: [Wikimedia Commons](#)

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