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Supplementary Data Figures for Manuscript: Selling Gender Through Kids' Sport Team Merchandise: A Multimodal Critical **Discourse Analysis**

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Figure 1. Examples of Gender Segregation in Children's Fan Clothing

Item #	Image	Label	Written Description
1		Minnesota Lynx Boys Core Cotton Primary Logo T-Shirt	N/A
2		Minnesota Lynx Boys Gray Quarterzip	Therma-FIT fleece fabric with enhanced stretch technology. Designed to manage your body's heat and keep you warm and comfortable. Versatile piece that can be worn layered over your favorite polo or underneath a jacket. Swoosh design trademark on upper right chest.
3	Almost Gonel Ready to Ship	Girls Youth New Era White Boston Celtics Long Sleeve Contrast Crew Neck T-Shirt	This Boston Celtics New Era contrast crew neck T-shirt will have your youngster's fandom as vibrant as ever this season.
4	SHO	Girls Youth LA Galaxy adidas Heathered Navy New Tank Top	Let your superstar show off her LA Galaxy pride with this New tank top from adidas. The stylish and vibrant graphics will help them stand out every game day.
5	NEW YORK Almost Gonel Ready to Ship	Girls Newborn & Infant New York Yankees Aaron Judge Pink Baby Slugger Name & Number Bodysuit	Your young fan will immediately be a part of the New York Yankees family when they have this Aaron Judge Baby Slugger Name and Number bodysuit. Featuring crisp team graphics, this piece of gear will help your kiddo show some love for one of the game's most talented players as he and the rest of the New York Yankees work hard for a win.

6	B7	Girls Youth Rob Gronkowski Navy New England Patriots Sonic Heart Player Name & Number Dolman T-Shirt	Give your young fan's love for Rob Gronkowski a boost with this New England Patriots Sonic Heart Player Name & Number Dolman T-shirt.
7	Almost Gonel Ships Free Ready to Ship	Girls Preschool Philadelphia Phillies Red Diamond Tri-Blend Long Sleeve Dress	Cheering on the Philadelphia Phillies is even more fun for your kiddo when they are wearing this comfortable Diamond Tri-Blend dress. It features a cheerleading-inspired design and Philadelphia Phillies graphics with baseball stitching details. They'll be so excited to watch the game in this supercute apparel.
8	STRON FINE JAMES LY 10 SNIP	Girls Youth Atlanta United FC Heathered Gray Tri-Blend Sparkle Pullover Hoodie	Your kiddo loves Atlanta United FC. This season, help show off your youngster's devotion to Atlanta United FC by getting this Sparkle pullover hoodie. It has sparkly Atlanta United FC graphics that will shine in the light and show off their spirit for all to notice. When your young fan puts this hoodie on, they'll be the best looking fan in the stands!
9	THE PARTY OF THE P	Minnesota Lynx Boys Bold View T-Shirt	N/A
10		Minnesota Lynx Boys Gray Rec Logo Tee	DRI-FIT fabric with self-fabric neckband. Streamlined athletic fit. Dri-FIT trademark on lower right hem.

Figure 2. Comparison of gender labelled and non-gender labelled items.

Phillies Royal/Red Legacy

Henley 3/4-Sleeve T-Shirt







Philadelphia Phillies Refried

Apparel Red T-Shirt Dress







Receiver Gloves from

Franklin Sports.

Cheer Cheerleader set with

bloomers.







Help your youngster express their Atlanta United FC passion with this exciting Love T-shirt. Built with dazzling graphics and unique side-tie details, this sweet piece of gear will let them show off their exceptional style and growing fandom. Their one-of-a-kind spirit and adoring devotion will be tough to miss when they're sporting this Atlanta United FC



Put your kid's fierce team spirit on display with this sleek Atlanta United FC Locker Stacked T-Shirt from adidas! This stunning gear features bold team graphics that help your youngster rep the Atlanta United FC with pride on game days and every day.

Figure 3. Examples of Gender Neutrality in Children's Fan Clothing

Item #	Image	Label	Written Description
1	COLUMBUS IUE JACKE	Youth Columbus Blue Jackets Navy Puck Pattern Cuffed Knit Hat with Pom	When temperatures begin to drop, keep your kiddo toasty warm and ready to cheer on the Columbus Blue Jackets with this Puck Pattern cuffed knit hat with pom! Decked out in team colors, it not only features crisp Columbus Blue Jackets graphics, but it also has a great design all over.
2	Stages Face: Meeting for Strip	Newborn & Infant Pittsburgh Penguins Black Game Nap Teddy Fleece Bunting Sleeper	Keep the youngest fan in your life cozy and comfortable while they show off their allegiance with this Pittsburgh Penguins Game Nap Teddy fleece bunting sleeper. This unique piece of gear offers a nice fleece lining that they'll love on game day. It's even decorated with Pittsburgh Penguins graphics, so everyone will know that your whole family is dedicated to the team!
3	JORTEH JA	North Carolina Courage Onesie	Perfect for even the youngest fan, this onesie is cute and comfortable.
4	Almost Gones Shigs Fore Proofly to Ship	Youth LA Galaxy Navy Team Tone Fleece Hoodie	Help your youngster join the ranks of the true die-hard LA Galaxy fans when you get her this classic Tail Stack V-neck T-shirt from addias. Everyone will know that your family is committed to the LA Galaxy when they spot your kiddo sporting the spirited graphics of this riveting tee!
5	Jumes 3	Los Angeles Lakers Kids Anthony Davis Statement Replica Jersey	N/A

6	Ready to Ship	Preschool Jordan Brand Jayson Tatum Black Boston Celtics 2020/21 Fast Break Replica Jersey – Statement Edition	This Jayson Tatum 2020/21 Fast Break Replica jersey from Jordan Brand features a tip-off ready look that is perfect for your growing Boston Celtics enthusiast. It displays printed Boston Celtics graphics on the front and spotlights Jayson Tatum on the back. The Statement Edition design will also help your little one feel like a true fan.
7	Ships Free Ready to Ship	Infant Philadelphia Phillies Burgundy/Light Blue/Cream Future #1 3-Pack Bodysuit Set	With this Future #1 three-pack bodysuit set, the little one in your life will have Philadelphia Phillies outfits for nearly half the week. A trio of fun designs celebrates the team and ensures your budding fan will have Philadelphia Phillies spirit to spare!
8	Ready to Ship	Youth Navy New England Patriots Stadium Full-Zip Hoodie	Your kiddo loves to watch the New England Patriots and is quickly becoming the team's biggest supporter. Help your youngster reach that level of devotion, even if it gets chilly outside, by getting this Stadium full-zip hoodie. The bold New England Patriots graphics will help highlight your young fan's blossoming loyalty to the team.
9	MINNESOTA LY N X BASKETBALL	Minnesota Lynx youth patch t-shirt	N/A

Figure 4. Examples of (False) Gender Neutrality in Children's Fan Clothing

Item #	Image	Label	Written Description
1	Ready to Ship	Infant New York Yankees New Era Navy My 1st 9TWENTY Adjustable Hat	Help your kiddo boast his status as the most committed New York Yankees supporter with this classic My 1st 9TWENTY adjustable hat from New Era. He'll love rooting for his beloved team in this incredible piece of team gear all season long!
2	Ready to Strip.	Youth Atlanta United FC adidas Red Shooting Accuracy Performance climalite T-Shirt	Your youngster's status as the ultimate Atlanta United FC supporter will be clear to everyone when he sports this riveting Shooting Accuracy Performance climalite T-shirt from adidas. He'll be thrilled when he gets to push his favorite team on to another exciting victory in this unique Atlanta United FC top!
3	AGES	Youth Las Vegas Aces Fanatics Branded Black Marble T-Shirt	The young fan in your life will love watching her favorite WNBA players battle it out on the hardwood in this Las Vegas Aces Marble T-shirt from Fanatics Branded! The black and white design will make this one of the cooler options in her game day wardrobe selection.
4	AKERS 23	Los Angeles Lakers Youth City Edition LeBron James Player Tee - Gold	N/A
5	PENGUINS EDUKEY SOURCE BROWN FOR STORY	Youth Pittsburgh Penguins Heathered Gray Tri-Blend T- Shirt	The enthusiasm your kid has for the Pittsburgh Penguins is hard to match. This year, watch their fandom grow right before your eyes by ordering them this festive tri-blend T-shirt! The classic design and bright Pittsburgh Penguins graphics make this tee a must-have piece in your kiddo's collection of gear.

6	Ships Free	Youth Red Kansas City Chiefs Fan Gear Prime Pullover Hoodie	Let your youngster's Kansas City Chiefs pride shine with this Fan Gear Prime pullover hoodie!
7	Ready to Ship	Youth Jordan Brand Black Boston Celtics 2019/20 Swingman Performance Shorts - Statement Edition	Your young fan will feel like a member of the Boston Celtics in these Statement Edition Swingman shorts from Jordan Brand. The design features an adjustable waistband for the most comfortable fit, authentic Boston Celtics graphics and built-in Dri-FIT technology. Whether they're practicing their skills or watching the game at home, they'll stay cool in this pair of mesh shorts.
8	Ready to Ship	Minnesota Lynx kids gray long sleeve tee	Ring spun, combed cotton jersey with rib knit collar and open sleeve hem. Athletic fit sizing.
9	Aces Almost Gonel	Youth Las Vegas Aces Fanatics Branded Red Primary Logo Long Sleeve T-Shirt	Your kiddo can show the world that they faithfully support the Las Vegas Aces when they wear this Primary Logo long sleeve T-shirt from Fanatics Branded. Whether they have a growing collection of team gear or are just getting started, this tee is a must-have.
10	Ready to Ship	Youth Heathered Gray New England Patriots Long Sleeve T- Shirt & Pants Sleep Set	Your young New England Patriots fan will sleep soundly when he wears this comfortable T-shirt and pants sleep set.

Figure 5. Examples of generational consumption

Item #	Image	Label	Written Description
1	MAHOMES 15	Preschool Nike Patrick Mahomes Red Kansas City Chiefs Game Jersey	Your youngster is learning what it means to root for the Kansas City Chiefs, and you don't want them to miss a single minute of action. Help them show their Kansas City Chiefs pride with this Patrick Mahomes Game jersey from Nike. Featuring bold graphics, it will have your kiddo looking great while boasting loyalty to one of the NFL's most promising players.
2	Almost Gone! Ships Free Ready to Ship	Girls Youth New York Yankees Justice White/Gray Dye Effect Boat Neck Cropped Sweatshirt	As an avid New York Yankees fan, you're raising your kiddo to follow in your footsteps. Help your young fan show off their loyalty to the New York Yankees with this Dye Effect Boat Neck Cropped sweatshirt. This Justice pullover features bold New York Yankees graphics and a fun tie-dye design that will ensure everyone knows your youngster is on their way to becoming the ultimate fanatic!
3	Ships Free Ready to Ship	Newborn & Infant Philadelphia Phillies White/Red Little Slugger Striped Romper	Your mini Philadelphia Phillies fan would look adorable in this Little Slugger Striped Romper. With cute team graphics, this romper is just what your little one needs for the next big Philadelphia Phillies matchup. Let everyone know you're raising a tried and true fan from the beginning!
4		Los Angeles Lakers Baby Bottle Los Angeles Lakers Pacifier Clip - 3 pack	Want them to be a Lakers fan for life? Start your baby off with the right gear! They will grow up apart of Lakers Nation and never leave! *Both items had the same description
5	CROSSY CROSS of rece Recordy to Stop	Youth Pittsburgh Penguins Sidney Crosby Black Authentic Stack Long Sleeve Name & Number T-Shirt	Your kiddo is a certified Pittsburgh Penguins super fan who especially enjoys watching Sidney Crosby on the ice. Make sure your youngster can represent their favorite hockey player by giving them this epic Sidney Crosby Authentic Stack Name and Number tee. Its stunning graphics pay a fitting homage to the Pittsburgh Penguins pro!

6	Ready to Ship	Youth Nike Kemba Walker Black Boston Celtics 2020/21 Swingman Player Jersey - Statement Edition	Your young fan will capture their team's identity when they wear this Kemba Walker Boston Celtics Swingman Player jersey. This authentic top features classic trims and franchise graphics along with Nike's Dri-FIT technology to keep your kiddo comfortable all day long. Before the next Boston Celtics game, grab your youngster this incredible jersey so everyone knows that their fandom has taken root early
7	Ready to Ship	Preschool Navy New England Patriots Stadium Full-Zip Hoodie	Your kiddo loves to watch the New England Patriots and is quickly becoming the team's biggest supporter. Help your youngster reach that level of devotion, even if it gets chilly outside, by getting this Stadium full-zip hoodie. The bold New England Patriots graphics will help highlight your young fan's blossoming loyalty to the team.
8	Jalacas 😩	Girls Youth LA Galaxy adidas Navy Tail Stack V-Neck T-Shirt	Help your youngster join the ranks of the true die-hard LA Galaxy fans when you get her this classic Tail Stack V-neck T-shirt from addias. Everyone will know that your family is committed to the LA Galaxy when they spot your kiddo sporting the spirited graphics of this riveting tee!
9	City State S	Youth Atlanta United FC adidas Red 2020 Star and Stripes Replica Team Jersey	Show everyone how much your kiddo loves rocking with Atlanta United FC by picking him up this 2020 Stars and Stripes Replica Team Jersey from adidas. This jersey features bold team graphics and climalite technology that will keep your young fan looking his best as Atlanta United FC take the pitch.
10	Ready to Ship	Youth New York Yankees '47 Navy MVP Adjustable Hat	Every member of your family is born and raised as a hardcore New York Yankees supporter. Start your youngster's fandom off right by gifting them this MVP adjustable hat from '47! With awesome New York Yankees graphics and an adjustable strap, they'll be able to wear this piece of gear for years to come.
11	LA Galaxy	LA Galaxy Newborn & Infant My New First Bodysuit - Navy	Your little tike is sure to follow in your footsteps as an LA Galaxy super fan when you dress them in this My New First bodysuit. This adorable piece of LA Galaxy gear sports excellent graphics that will put a smile on their face from ear to ear. Once you snap the three buttons at the bottom closed, your kiddo will be outfitted with as much team spirit as anybody around.

Ready to Ship

Figure 6. Examples of good parenting regardless of gender

Item #	Image	Label	Written Description
1	Ready to Ship	Girls Youth Pittsburgh Penguins Black Fan Gear Sherpa Full-Zip Jacket	Your young one can't imagine life without their Pittsburgh Penguins. Good thing they don't have to! Pick up this comfortable Fan Gear Sherpa full-zip jacket to reinforce their die-hard dedication to the squad. Its super-soft Sherpa fabric is elevated even further thanks to the eye-catching Pittsburgh Penguins graphics displayed on the chest.
2	Ready to Ship	Girls Youth Black Boston Celtics Influential Sherpa Pullover Hoodie	When the weather turns cold, help your young Boston Celtics fan stay toasty warm with this Influential pullover hoodie. It features super-soft and comfy Sherpa fabric all over and a hood to shield against chilly conditions. The large Boston Celtics graphics will show everyone which squad they cheer for on game day.
3	Ready to Ship Ready to Ship	New England Patriots Youth All Over Print Lounge Pants - Navy Blue	After a long day of cheering himself hoarse for the Patriots, your young fanatic will be needing a good night's rest. Make sure your young New England fan has on his Patriots All Over Print lounge pants when he goes to bed. These pants sport allover team colors and graphics so he can count Patriots logos instead of sheep at night. Your young fanatic will sleep soundly with dreams of New England victory.
4	Amout Cond. Ready to Ship	Infant Columbus Blue Jackets Heathered Gray Masked Defender Jumper	The newest member of the Columbus Blue Jackets fan club is already showing signs they like watching the team dominate on the ice. Now when it gets chilly outside, your kiddo can still highlight that newfound fandom when you grab this Masked Defender jumper! It features fun Columbus Blue Jackets graphics on the chest and has snaps at the top and bottom, which will make dressing a breeze.

5	Ships Free Ready to Ship	Youth Philadelphia Phillies Under Armour Red Wordmark Charged Performance T-Shirt	This Wordmark Charged T-shirt from Under Armour will make it easy for your kid to broadcast their loyalty to the Philadelphia Phillies. It features instantly recognizable Philadelphia Phillies graphics and primary team colors. In addition, HeatGear technology wicks away moisture to help keep their body temperature at a comfortable level.
6	Peady to Ship	Youth Atlanta United FC adidas White 2020 Away Replica Team Jersey	Your kiddo loves to cheer on the Atlanta United FC. Help them emulate the style of their favorite MLS club with this 2020 Away Replica Team jersey from adidas. While the authentic Atlanta United FC graphics attest to your youngster's fandom, the climalite technology will keep them feeling dry and comfortable.
7	Ships Free Ready to Ship	Toddler New York Yankees Aaron Judge Nike White Home 2020 Replica Player Name Jersey	Your youngster is just starting on their journey into the world of baseball, but that doesn't mean they're not ready to support the New York Yankees. This Aaron Judge Replica Player jersey from Nike is designed to mimic the jerseys that the players themselves sport out on the diamond. Your kiddo will look just like a young Aaron Judge when they sport this adorable jersey on game day.
8	Almost Gone! Ships Free Ready to Ship	Girls Youth New York Yankees Justice Heathered Gray French Terry Pullover Hoodie	You are raising a die-hard New York Yankees fan that loves to flaunt that high-octane devotion as often as possible. Now they can accomplish that goal, even if it gets cooler outside, when you get them this stunning Justice French Terry hoodie. It features vivid New York Yankees graphics, which is absolutely perfect for showing off the unbridled passion your youngster feels for the team.

9	STABLING!	Chicago Red Stars Onesie	Perfect for even the youngest fan, this onesie is cute and comfortable.
10	Ready to Stric	Preschool Columbus Blue Jackets Navy Primary Logo Pullover Hoodie	Give your young Columbus Blue Jackets fan the perfect way to brave the elements while highlighting their enthusiasm for the team this season. When they sport this cozy Primary Logo pullover hoodie, they'll be nice and warm while they celebrate their favorite team. They'll love paying tribute to them with the crisp Columbus Blue Jackets graphics of this exceptional top!

Figure 7. Examples of good parenting through gender

Item #	Image	Label	Written Description
1	Ships Free Ready to Ship	Girls Toddler Pink Kansas City Chiefs My Team T-Shirt	Your favorite little one is already enjoying watching the Kansas City Chiefs play. This super cute Lil Princess bodysuit and leggings set features vivid Kansas City Chiefs graphics all over with an adorable tutu at the waist for some extra flair. The moment you see your kiddo sporting this set, you'll be ready to celebrate their newfound enthusiasm.
2		Girls Youth Atlanta United FC New Era White Blossom 9TWENTY Adjustable Hat	The unique design of this Atlanta United FC Blossom 9TWENTY adjustable hat from New Era sets off a celebration of the onset of the MLS season. This cap has a low crown that sports the Atlanta United FC logo in colorful embroidery, and the curved brim keeps the sun's glare from your youngster's eyes. Not to mention that the sweet flowers among the cotton fabric are a beautiful touch.
3	Almost Gone! Ready to Ship	Girls Youth Nike Tom Brady Navy New England Patriots Game Jersey	Your little girl can suit up just like she was playing the game when she puts on this Tom Brady New England Patriots Game jersey from Nike.
4	Ships Free Ready to Ship	Girls Newborn & Infant New York Yankees Navy Play Your Best Bodysuit, Bib & Booties Set	As a loyal New York Yankees fan, you've been waiting for the right moment to share your fandom with your kiddo. The time has arrived, because this New York Yankees Play Your Best bodysuit, bib and booties set is absolutely perfect. The bodysuit features awesome New York Yankees graphics as well as three snaps on the bottom, which will make dressing a breeze. The booties will keep your youngster's feet nice and warm and the bib will fit snugly around the neck when it's time to eat.
5	NEADY to Ship.	Atlanta United FC Girls Youth Glory Dolman T-Shirt - Black	Your youngster is an enthusiastic kid with a budding Atlanta United FC fandom. Encourage their love for the team by getting them this stylish Glory Dolman T-shirt. The stunning graphics and fashionable design will help your kiddo claim the title of #1 fan before long!

6	Ready to Ship	Preschool Philadelphia Phillies Pink Ball Girl T- Shirt	Your youngster is right beside you at every Philadelphia Phillies game. The problem is, they don't have a festive shirt to wear to the ballpark. What do you do? Pick them up this adorable Philadelphia Phillies Ball Girl T-shirt, of course! The precious team graphics will show the other kids in the stadium that your young one isn't there to mess around!
7	Ships Free Ready to Ship	Girls Youth Philadelphia Phillies Justice Red/White Tri-Blend Heart Bling T- Shirt	Your youngster is already a huge MLB fan, and just like you, they love the Philadelphia Phillies the most. Reward their die-hard fandom with this Tri-Blend Heart Bling t-shirt from Justice! This dazzling tee features fun Philadelphia Phillies graphics and glitter details your kiddo is bound to love. They're sure to stand out from the crowd when they're seen rocking this cool top!
8	PHILLIES Ships Free Ready to Ship	Girls Youth Philadelphia Phillies Justice Natural Repeat Baseball Tank Top	Put your favorite Philadelphia Phillies fan in a fun look! This Justice Repeat Baseball tank top has the perfect blend of fun and bold to give your youngster a perfect outfit. Let your kiddo pair this with their favorite Philadelphia Phillies jacket and jeans for a game day ensemble.
9	Ready to Ship	Girls Preschool Cuce New England Patriots Rookie 2 Boots	The New England Patriots have a special place in your family, with game day acting as a time for everyone to come together and share their passion for the team. Your youngster's place amongst the New England Patriots faithful will be cemented with these Rookie 2 boots from Cuce. Featuring a faux fur lining and embroidered team graphics, these pieces of footwear will be a spirited addition to any outfit.
10	* Almost Gonel Ready to Ship	Girls Toddler Pink New England Patriots My Team T-Shirt	You don't only have the littlest member of the family on your hands, but also the newest member of the New England Patriots franchise! Start their journey on the right track by getting your little one this adorable My Team T-shirt. Its bright pink color and precious New England Patriots graphics on the front will easily initiate them into the fandom.

11	Ships Free Ready to Ship	Girls Youth New York Yankees Justice White/Navy Swing for the Fences Long Sleeve T-Shirt	Are you searching for a fresh new way to combine your youngster's love of the New York Yankees with their trendy wardrobe? Don't look any further than this chic Justice Swing for the Fences tee. The captivating New York Yankees graphics featured on this exciting top will easily set it apart from anything else in their closet!
12	Ready to Ship	Girls Youth New York Yankees Navy Brush Stroke Dolman T-Shirt	Your youngster is looking for something different to highlight their love for the New York Yankees. You want to get them a bold top that'll give them a chic look and help them achieve ultimate fan status. This incredible New York Yankees Brush Stroke Dolman tee is just what your kiddo needs! With its unique brush stroke design, it's sure to help your young fan stand out whether they're at the game or with their friends.
13	Ready to Ship	Girls Infant Heathered Gray Boston Celtics Practice Makes Perfect Bodysuit, Bib & Booties Set	The littlest member of your family will look like the cutest Boston Celtics fan in this Practice Makes Perfect set. The bodysuit features the official Boston Celtics logo and an adorable ruffle skirt with a heart pattern that matches the bib perfectly. Slide on the color-coordinated booties for some added warmth and comfort.