

Promotional Item Buying Process

Promotional items are a great way to enhance the university's brand! This simple guide will help you correctly order items for your unit's fundraiser, giveaway or promotion. This policy pertains to all items that have the university, college or unit text (name, hashtag, website, etc.), logo or image. It also applies regardless if the item will be available for sale or will be given away free.

Step 1: Select Product

When selecting products, consider:

- Your target audience
- How you will be distributing (*Bulky items cost more than flat to mail; will it be easy for you to take to the event?*)
- Size and number of imprint areas
- Colors available
- Production time
- Material
- Style, if applicable

Step 2: Do Preliminary Research

Now that you have an idea or two about what you want, see what's available that matches your interests and budget. Kathy can help you in the final selection and ordering, but it helps to have an idea of what you want and if it is in your price range.

A list of U of I licensed vendors:

<http://www.uidaho.edu/ucm/trademark/licensees/licensee-lists>

Some notes on pricing:

- Price is highly dependent on quantity ordered
- Look at extra charges (design, shipping, set-up fees, rush, imprint, etc.).
- Look at minimum quantities.

Step 3: Contact CLASS Marketing and Communications

Contact Kathy. She will help you finalize your product selection, direct you to great vendors and help maximize your budget. Have ready:

- Product (style, material, color)
- Budget (amount to spend)
- University budget to be charged
- Quantity
- Date needed in hand
- Rough design/imprint idea
 - Imprint colors
 - Amount of text
 - What text/images
 - Number of imprint locations
- How this item will be distributed

Step 4: Review Quotes/Select Vendor

Kathy will take the information provided and give you a list of potential vendors and prices. Pick who you want to order from.

Note: If the amount will be over \$5,000, we will need to submit a request for quote with the purchasing department. Please add extra time to the ordering process.

Step 5: Select and/or Approve Design

If you already have a design, great! Send it to Kathy to approve and/or send to vendor. If you don't, Kathy will take your ideas from step three and present you with a design to approve. Designs range from simple to complex. Depending on your item and design complexity, the vendor may help with design, the CLASS Marketing and Communications team may be able to design in-house or Creative Services may be hired to design (price is approximately \$75/hour).

Step 6: Order Placed

Kathy will place the order for you with the vendor and complete the university processes for ordering branded gear. Just give Kathy the final approval and the shipping address, then wait for your items to arrive. Kathy will send you a receipt and any tracking information that is available.

Note: Branded items are exempt from royalties if purchased with UI funds and include either the specific unit or event that the item is promoting. All other uses of trademarks on products are subject to royalties (12%) including sales for fundraising projects, thank you gifts for a donation and sales to individual members of an organization.