

Promotional Purchases 101

Why does S&T have a licensing program?

- Brand consistency
- Liability
 - Partner with CLC (Collegiate Licensing Company)
- Social responsibility
 - Fair trade and Labor laws
 - Uighur labor in China's Xinjiang Province

What must be licensed?

- Any item displaying any Missouri S&T trademarks
- Both royalty bearing and internal orders

S&T Trademarks

MISSOURI
S&T™

MISSOURI **S&T**™

S&T™



MINERS™



Missouri S&T

S&T

Missouri University of
Science and Technology

Miner(s)

Finding a Licensed Vendor

- Brand.mst.edu/licensing
- You can select the product category or view all vendors
- Search "Missouri University of Science and Technology"

How do approvals work?

- Vendors are responsible for getting approval for all artwork
- Approval must come before production can begin
- All artwork is submitted through the licensing management portal for approval by marketing department
 - Brand Manager360

What won't get approved?

~~MISSOURI
S&T AFF~~

~~MISSOURI
S&T~~

~~MST
MS&T
S & T~~

~~Misouri S&T~~

Will it get approved?

- Is it more than the S&T logo?
- Does it break any of the university's code of conduct?
 - brand.mst.edu/licensing
- When in doubt, shoot me an email
 - ottojp@mst.edu

Who is 4imprint?



**Our goal is to create a remarkable customer experience.
Every day.**

- The largest and fastest growing business-to-business direct marketer of imprinted promotional products in the United States
- Excellent customer service from **every** department is our goal.
- 4imprint employs over **1200** people in Oshkosh, WI.
- Currently licensed with over 800 colleges and universities
- Entire Education Team available to help you select, order and properly print your promotion items.
- Education team is well versed on products and university requirements
- Our US website has over 40,000 products
- Almost 7000 items on our 24hour service

Ordering is easy, we help you every step of the way!

4imprint – Licensed Supplier Process



Steps for purchasing promotion products with collegiate trademarks and how 4imprint can help:

STEP 1:

- Visit, call, or email for ideas
- Looking for something specific? Let us know and we can find it for you.
- FREE samples
- Free estimates and quotes
- Order online or over the phone
- Dedicated Education Team- real people. Real help.

www.4imprint.com 866-624-3694 edu@4imprint.com or direct to Amber adevoe@4imprint.com

Step 2:

- Review your (FREE) random samples
- Select a product
- Approve your quote - or order online -
- Decide what you want printed – logos and many departmental logos on file already
- In-hand date/usage: Do you have an event? If so, let's make sure we get these to you in time!
- Over 7000 items on our 24hour site, if we need to expedite, we usually can!

No worries, we take it from here...



Step 3:

- Provide art proofs for your approval
- Once approved, 4imprint will submit the design via the Brand Manager 360 portal provided by Collegiate Licensing Company (CLC).
- Design sent through to Jake at Missouri S&T
- Formal approval obtained for artwork
- If a change is requested, we will send a new proof to you, and once approved, we will resubmit the design to Jake for final review.
- Process usually takes 24-48 hours

Be certain with our **360° Guarantee®**



Customer Service is our #1 Goal.

Certain delivery

It's on time or it's on us. If your event is missed because we didn't ship on time, your order is free.
because we didn't ship on time, your order is on us.

Certain value

If you find within 30 days of purchase that your order would've cost less elsewhere, let us know and we'll refund double the difference

Certain happiness

If you're not 100% satisfied with your order, we'll pay to pick it up and rerun it or refund your money—your choice

<https://www.4imprint.com/info/whybuyfromus>

Questions?

Thanks for joining!