



STEP-BY-STEP GUIDE FOR SELLING STILLMAN COLLEGE MERCHANDISE

Stillman College requires all vendors who wish to sell merchandise featuring the College's name, logo, mascot, or visual identity to complete the Stillman College Merchandise Authorization process. This ensures the Stillman brand remains consistent, protected, and professionally represented.

This instructional sheet walks you through every step, from applying to becoming an approved vendor, to reporting sales and paying royalties at Stillman on-campus events

Who Must Follow This Process?

You **MUST** be licensed if you plan to sell:
T-shirts, hats, sweatshirts, Bags, cups, accessories, etc.

Any merchandise displaying Stillman's name, logos, mascots, seal, or colors

This applies to:

- Independent vendors
- Local businesses
- Alumni-owned businesses
- Online retailers
- Student organizations
- Greek-letter organizations
- Printers, designers, and apparel companies

If it bears Stillman branding, you must be licensed.

STEP-BY-STEP MERCHANDISE AUTHORIZATION PROCESS

Step 1 – Submit a Stillman Merchandise Authorization Application and include:

- Business information
- References
- Types of products you intend to sell

Submit to: brandidentity@stillman.edu

Step 2 – Submit Merchandise Designs for Approval

Before printing or selling items, all designs must be approved by Stillman's Branding & Trademark Compliance Officer (BTCO).

Submit: Product mock-ups, Logo placement, Colors and fonts, Any wording or slogans

Unapproved designs cannot be sold at any on-campus event.



Step 3 – Sign the Licensing Agreement

Once approved, you will sign the official Stillman College Merchandise Licensing Agreement, outlining:

- Brand use restrictions
- Quality requirements
- Royalty rates
- Operational rules for selling on campus

Step 4 – Pay Licensing Fees

Vendor Fees are based on vendor type:

- Local/Small Vendor: \$150
Regional Vendor: \$300
National/Commercial Vendor: \$500

Additional fees may include:

- Application Fee: \$50
- Expedited Review Fee: \$100

Fees must be paid before approval is granted.

Step 5 – Receive Official Approval & Vendor Badge

Once authorized, you will receive:
Written approval, Official Stillman Authorized Vendor Badge, List of approved merchandise designs, & Instructions for selling at on-campus events.

Only approved vendors with badges may sell merchandise on campus.

ROYALTY RESPONSIBILITIES FOR ON-CAMPUS EVENTS

All vendors selling Stillman-branded items at any on-campus event must pay royalties based on sales.

Royalty Rates:

Merchandise Type	Royalty Rate
Standard Stillman merchandise	10%
Premium, specialty, or commemorative merchandise	20%
Alumni-owned or student vendor merchandise	15%

When Are Royalties Due?

Royalties must be reported and paid at the end of each vending day at the event.

Accepted payment methods:

- Check
- Debit/credit via Square terminal
- Approved ACH transfer

A receipt will be provided.



RULES FOR SELLING MERCHANDISE AT ON-CAMPUS EVENTS

VENDORS MUST:

- Display Stillman's Authorized Vendor Badge
- Sell only approved merchandise
- Cooperate with brand-compliance inspections
- Set up only in assigned vending areas

VENDORS MAY NOT:

- Sell counterfeit or unapproved merchandise
- Alter Stillman logos
- Sell designs not cleared by the College
- Imply exclusive vendor status without permission

Violations may result in immediate removal and additional penalties.

ENFORCEMENT AT ON-CAMPUS EVENTS

STILLMAN'S BRAND COMPLIANCE TEAM AND CAMPUS POLICE WILL:

- CONDUCT BOOTH CHECKS
- INSPECT MERCHANDISE
- VERIFY VENDOR AUTHORIZATION

VIOLATIONS MAY RESULT IN:

- IMMEDIATE WARNING AND PRODUCT REMOVAL
- REMOVAL FROM CAMPUS
- DOUBLE ROYALTY PENALTIES
- BAN FROM FUTURE ON-CAMPUS VENDING

CONTACT INFORMATION

For applications, approvals, or questions:
Office of Institutional Advancement & Stillman College Foundation
Attn: Branding & Licensing Compliance
brandidentity@stillman.edu
205-247-8147

Office of Institutional Advancement and Stillman College Foundation
Kimberly Woodard, Vice President

Office of Brand Identity | Box F | Ph 205-247-8147 | Email brandidentity@stillman.edu
Stillman College | 3601 Stillman Blvd., Tuscaloosa, AL 35401 | Phone 205-349-4240