



Stillman College Brand Merchandise Application

Office of Institutional Advancement and Stillman College Foundation

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LICENSING FEES AND ROYALTY SCHEDULE

ANNUAL LICENSING FEE STRUCTURE:

- Local/Small Vendors: \$150 per year
- Regional Vendors: \$300 per year
- National/Commercial Vendors: \$500 per year

FEES:

- Application Fee: \$50
- Expedited Review Fee (48-hour turnaround): \$100

ROYALTY PERCENTAGES:

- Standard Royalty: 15%
- Premium Royalty (specialty or commemorative items): 20%
- Reduced Royalty (alumni-owned vendors and student organizations): 10%

ADDITIONAL GUIDELINES:

- Minimum annual wholesale sales to remain active: \$500- \$1,000
- Unauthorized vendors may be charged double the standard royalty rate.

Merchandise Authorization Application

COMPANY INFORMATION

Legal Business Name: _____

Primary Contact: _____

Title: _____

Email: _____

Phone Number: _____

Business Address: _____



BUSINESS CREDENTIALS

Business License Number: _____

State of Registration: _____

Years in Operation: _____

Website (if applicable): _____

INSURANCE AND COMPLIANCE

Liability Insurance Provider: _____

Policy Number: _____

Expiration Date: _____

PRODUCT INFORMATION

Describe the merchandise you intend to produce or sell:

REFERENCES

Reference 1 Name & Contact: _____

Reference 2 Name & Contact: _____

SIGNATURE

I hereby certify the information provided is accurate and agree to comply with all Stillman College licensing requirements.

Signature: _____ **Date:** _____

LICENSING AGREEMENT

Vendor Name: _____

Primary Contact: _____

Phone: _____

Email: _____



TERMS OF LICENSE:

1. Vendor is granted a non-exclusive license for approved merchandise.
2. All designs must be submitted before production.
3. Vendor may not alter or misuse Stillman College trademarks.
4. Vendor may not sell unapproved merchandise.
5. Vendor agrees to follow all brand and quality standards.
6. Unauthorized reproduction is prohibited.

ROYALTY AND FEES:

- Vendor may be required to pay annual licensing fees.
- Royalty percentages apply for items sold to the public.

SIGNATURES:

Vendor Signature: _____ Date: _____

Stillman Rep. Signature: _____ Date: _____

AGREEMENT OVERVIEW

PURPOSE:

This policy protects the accuracy and consistency of Stillman College branding.

REQUIREMENTS:

- Application Submission
- Licensing Agreement
- Brand Compliance
- Design Approval
- Quality Standards

PROHIBITED ACTIVITIES:

- Using Stillman College marks without approval
- Altering logos Selling unapproved merchandise

ACKNOWLEDGEMENT

Vendor Signature: _____ Date: _____

Stillman Rep. Signature: _____ Date: _____