Branded Apparel and Swag 101
September 12, 2019
Events Council Fall Meeting
AGENDA

➢ Welcome
Special Events and Protocol

➢ Great Hall
Barbara Ramsey - The Great Hall

➢ Sensational Treats
Sheri Karpinski

➢ Campus Brand Overview
Jessica Scherer - Creative Services and Publications, Creative Director

➢ Panel Discussion - Branded Apparel and Swag 101
Hear from a panel of campus experts on UC San Diego’s approval process and expectations for purchasing licensed apparel and goods.
Great Hall

- Lectures
- Receptions
- Conferences
- Seminars
- Dinners
- Student Events
- Program & Product Launches
- Department Holiday Parties
- Weddings
SENSATIONAL TREATS

- Liquid Nitrogen Ice Cream
- Mini Donuts
- S’mores
- Chocolate Covered Frozen Bananas
- Dragon Popcorn
- Nitrogen Cocktails
- Caramel Apple Slices
- Waffle Sticks
- & more!
Campus Brand Overview
APPAREL & ACCESSORIES

design your own apparel  click here
PANEL INTRODUCTIONS

➢ Matt Hale
Creative Services and Publications, Executive Director

➢ Julie Lai Fatt
Office of Trademark and Licensing, Licensing Coordinator

➢ Jessica Scherer
Creative Services and Publications, Creative Director
The Bookstore sells UCSD merchandise, however the presentation stated we can only use UC San Diego.

Can you help us understand?
How do I know what vendors are licensed?
Do I need permission to use the Athletics logo?
How do I go about creating a branded and approved logo for my department or program?
What is the difference between approved CLC vendors and approved vendors on UC San Diego’s Marketplace?
What is the timeline and process for getting my artwork/logos approved?
If I get my favorite vendor to become a licensed vendor, do they have to pay any fees?