2017-2018 CONFERENCE LICENSING PROGRAM

The 2017-2018 conference licensing packet includes:

- Guidelines
- How to apply online
- Conference fees, royalty rates and institution listing
- Voucher

Apply online and send the application fee and appropriate advance fee to:

IMG College Licensing
1075 Peachtree Street NE, Suite 3300
Atlanta, GA 30309
Licensees A-N attn: Myranda Powers
Licensees O-Z attn: Logan Nelson
770-956-0520

Being licensed with a participating school or member institution of a conference does not automatically guarantee your company will be approved for a full or champions conference license. Each conference reserves the right to refuse any company a license at any time. Each conference reserves the right to structure its licensing program as it sees fit without notice to license

NCAA & Bowl Properties Department
Olin Arnold, Director - olin.arnold@img.com
Myranda Powers, Coordinator- myranda.powers@img.com
Logan Nelson, Coordinator- logan.nelson@img.com

It is our goal to make this process as simple and quick as possible.

We look forward to working with you this year.
CONFERENCE LICENSING GUIDELINES

The IMG College Licensing serves as the licensing agent for the following athletic conferences:

- America East Conference (AEC)
- Atlantic Coast Conference (ACC)
- Atlantic 10 Conference (A10)
- Big 12 Conference (B12)
- Conference USA (C-USA)
- Mountain West Conference (MTW)
- Southeastern Conference (SEC)
- Southern Conference (SoCon)
- Sun Belt Conference (SBC)
- Western Athletic Conference (WAC)

- Receipt and/or completion of the application does not guarantee the applicant authorization to use the trademarks of IMGCL member conferences.
- Being licensed with a participating school or member institution of a conference does not automatically guarantee your company will be approved for a full or champions conference license.
- Each conference reserves the right to refuse any company a license at any time. Each conference reserves the right to structure its licensing program as it sees fit without notice to licensees.

GUIDELINES

- Complete a conference application online in Brand Manager 360 and submit the form on page 14 of the packet attached in Brand Manager 360 with the non-refundable $50 application fee and appropriate advance fee to IMGCL. An application fee is due for each conference application submitted.

- Upon review, IMGCL will confirm approval or disapproval via email.

- Upon approval, licensee will receive a contract (for currently approved product categories and distribution channels) via email for review and partial execution, access to logos via Logos on Demand (except Champion licensees) and will be activated for the approved conference licensing program within the multi-institution section of Brand Manager 360. If not a current IMGCL licensee, an insurance example file and IMGCL Labor Code information will also be included. The advance is required to be returned with the partially executed agreement. Licensees may send the advance with the application fee. All advances sent with application fees for a conference champions licensing program will be held until a winner is named unless the application fee is included within the same check. If approved licensee’s University does not win championship/tournament or application is disapproved (full or champions), advance will be returned to licensee. If advance and application fee are included within the same check, a check request will be completed for the advance portion and a delay in returning the advance will occur.
CONFERENCE LICENSING GUIDELINES (Continued)

- Upon disapproval, licensee will receive an email indicating such and the reason(s) for disapproval. The advance, if sent with application and separately than the conference application fee, will be returned as soon as possible to the licensee. If advance and application fee are included within the same check, a check request will be completed for the advance portion and a delay in returning the advance will occur.

- **PLEASE NOTE:** If you are creating a University/Conference co-branded design for the ACC, Big 12 or SEC, the design must be submitted through multi-institution Brand Manager 360 for conference approval, and standard Brand Manager 360 for institution design and distribution channel approval.

- All designs must be submitted via the multi-institution section of Brand Manager 360 for review and response by the conference and member institutions.

- All conference marks are made available by JPattton Sports Marketing through a program called Logos on Demand. JPattton can also supply sew-outs of conference marks through a similar program, Stitches on Demand. If you do not have an account with JPattton, please e-mail Maricruz Santana (maricruz@jpattonondemand.com) for information. As noted within conference licensing structures to follow, licensees approved for a Champions license for the Atlantic Coast Conference (ACC), Big 12 Conference or Southeastern Conference (SEC) are not permitted to use the Conference's marks, including the event logo, therefore you do not need to return the Conference Artwork Request Form.

- A current certificate of insurance and endorsement must be on file with IMGCL. If, not a current licensee but approved as a conference champions licensee, an insurance example file will be provided to you in your approval email. Please share this information with your insurance agent to avoid delays in the licensing process. The licensing contract will not be fully executed until proper insurance is in place.

- For IMGCL Universities that require the IMGCL Labor Code, if not currently on file, IMGCL will include the Labor Code information with the partially executed licensing contract. The licensing contract will not be fully executed until the Labor Code is in place.

- All merchandise must bear the OLCP hologram. OLCP holograms may be obtained from JPattton Sports Marketing by calling 770-612-0400. In addition to the OLCP hologram, other licensing identifiers may be required by individual schools within the conference.
HOW TO APPLY VIA Brand Manager 360

1. Go to brandmanager360.com
2. Log in using your username and password.
3. Go to License Management at the top of your screen.
4. Select the Create New NBP application tab.
5. Select the license type you wish to apply for. All license types are listed in the drop down box. Click once on your selection (it should highlight in blue) and then click Next.
6. The first page is your contact information. Make sure it is all correct and click Next.
7. The second page allows you to choose the schools you wish to follow, then click Next.
8. The third page contains product categories. The first box lists all of your licensed products you are licensed for under your standard license. The box below is there if you wish to add products besides those under your standard agreement. For licensees who do not hold a Standard License, the bottom box is where you will identify the products you wish to produce. Then click Next.
9. The fourth page is where you will fill out marketing and distribution information. Once completed, click Next.
10. The last page is Distribution Channel information. Same idea as the product categories page (please reference step 8). For Standard Licensees, the distribution channels you are approved for under your standard agreement are automatically selected. If you are not a standard licensee, you will need to complete this section.
11. Page 6 is for any additional information you would like to include in your application. Once completed, you will click submit my application.

Note:
*For Conference Licensing our staff will review once we receive the non-refundable application fee and the advance fees.

If you have any questions about the new application process please contact Myranda Powers myranda.powers@img.com or Logan Nelson logan.nelson@img.com.

Conferences
Atlantic Coast Conference Championship Event ACC
ACC Co-Branded ACCCO
ACC Collective Use ACCCOL Conference USA CUSA
ACC Football Champions ACHFB Mountain West Conference MWC
ACC Men’s Basketball Champions ACHMBB B12 Women’s Basketball Champions BCHWBB
ACC Women’s Basketball Champions ACHWBB B12 Baseball Champions BCHMBS
ACC Baseball Champions ACHMBS B12 Champions (Other) BCHOTH
ACC Champions (Other) ACHOTH Southeastern Conference SEC
America East Conference AEC SEC Co-Branded SECCO
Atlantic 10 Conference A10 SEC Collective Use SECCOL
Big 12 Conference Championship Event B12 SEC Football Champions SCHFB
Big 12 Co-Branded B12CO SEC Men’s Basketball Champions SCHMBB
Big 12 Collective Use B12COL SEC Women’s Basketball Champions SCHWBB
B12 Football Champions BCHFB SEC Baseball Champions SCHMBS
B12 Men’s Basketball Champions BCHMBB SEC Champions (Other) SCHOTH
B12 Women’s Basketball Champions BCHWBB Southern Conference SC
B12 Baseball Champions BCHMBS Sun Belt Conference SUNBLT
B12 Champions (Other) BCHOTH Western Athletic Conference WAC

WAC Champions WACCH
ATLANTIC COAST CONFERENCE LICENSING PROGRAM

Member Institutions

Atlantic
Boston College
Clemson University
Florida State University
University of Louisville**
North Carolina State University
Syracuse University
Wake Forest University

Coastal
Duke University
Georgia Institute of Technology (Georgia Tech)
University of Miami
University of North Carolina
Pittsburgh University
University of Virginia
Virginia Polytechnic Institute and State University (Virginia Tech)

* Notre Dame member for all events except football
** University of Louisville joined July 1, 2014

ACC CO-BRANDED LICENSE - Annual application deadline July 1

The co-branded licensing program allows approved licensees the use of all non-event conference logos for production of university/ACC co-branded merchandise. The use of ACC Championship event logos, references to ACC Champions, or collective use of member institutions and ACC logos are not permitted through the co-branded license. Licensee must be an approved standard licensee of the institution they are co-branding with the conference. In addition to being submitted through multi-institution section of Brand Manager 360 for conference approval, designs must be submitted through the standard Brand Manager 360 for logo and distribution channel approval by the institution(s) featured in the design. Please note that only the Conference portion of the royalty rate can be reported against the Conference co-branded advance.

Advances:  
T-shirts $250
Fleece $100
Headwear $100
Men’s Fashion (Golf, Dress, etc.) $100
Outerwear $100
Infant/Toddler $100
Women’s $100
Youth Apparel $100
Non-Apparel $250

Royalty Rates:  
- Standard institution rate + 4% to ACC for an one institution design
- Gameday rate + 4% to ACC for gameday/rivalry designs which include the conference logo

ACC COLLECTIVE USE LICENSE - Annual application deadline July 1

This program allows approved licensees to produce designs with equal representation of all conference institutions and a non-event conference logo. The use of ACC Championship event logos, references to ACC Champions, or single team or gameday/rivalry co-branded use of institution and conference logos are not permitted through the collective use license. In order to be considered for the collective use program, a licensee must be approved and in good standing with all conference member institutions. Designs must be submitted through the multi-institution section of Brand Manager 360 for conference and institutions’ approval.

Advance: NO ADVANCE

Royalty Rate:  
- 16% collective use of all member institutions’ logos + ACC logo (institutions and conference each receive equal share)

ACC CHAMPIONSHIP EVENT LICENSE - Annual application deadline July 1

The ACC Championship Event licensing program allows approved licensees the opportunity to produce “ACC” or “Atlantic Coast Conference” Tournament/Championship and ACC Champions merchandise. The year of championship/tournament, sport (graphics or verbiage), and denoting men’s or women’s is required in all champions designs with the exception of the men’s basketball tournament/champions. This event is to be referred to as “The ACC Tournament” and winners of the event may be referred to as “ACC Tournament Champions.” If approved, licensees are required to submit designs through the multi-institution section of Brand Manager 360 for conference and institution approval.

Advances:  
T-shirts $4,000
Headwear $2,000
Golf/Polo $1,000
Fleece $500
Outerwear $250
Infant/Toddler $250
Youth Apparel $250
Women’s Apparel $250
Non-Apparel $250

Royalty Rates:  
- 10% conference event logo only
- 18% conference event logo and 1+ institution (12% to institution(s) and 6% to ACC)
ACC CHAMPIONS LICENSE

The ACC Champions licensing program allows an institution’s current licensees the opportunity to produce “ACC” or “Atlantic Coast Conference” champions designs. Licensee must apply and be approved per event. Regular season champion and Atlantic/Coastal division champion designs are not included under the champions license. The champions license does not allow the use of any ACC logos, including the event logo. The year of the championship/tournament, sport (graphics or verbiage), and denoting men’s or women’s is required in all champions designs with the exception of the men’s basketball tournament/champions. This event is to be referred to as “The ACC Tournament” and winner of the event may be referred to as “ACC Tournament Champions.” Designs must be submitted through the multi-institution section of Brand Manager 360 for conference and institution approval.

Advances (per event):

<table>
<thead>
<tr>
<th>Category</th>
<th>Adv. (per event)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basketball</td>
<td>$1,000</td>
</tr>
<tr>
<td>Baseball</td>
<td>$1,000</td>
</tr>
<tr>
<td>Football</td>
<td>$1,000</td>
</tr>
<tr>
<td>Fleece</td>
<td>$750</td>
</tr>
<tr>
<td>Golf/Polo</td>
<td>$750</td>
</tr>
<tr>
<td>Outerwear</td>
<td>$500</td>
</tr>
<tr>
<td>Infant/Toddler</td>
<td>$500</td>
</tr>
<tr>
<td>Youth Apparel</td>
<td>$500</td>
</tr>
<tr>
<td>Women’s Apparel</td>
<td>$500</td>
</tr>
<tr>
<td>Non-Apparel</td>
<td>$500</td>
</tr>
</tbody>
</table>

Royalty Rate:
- Institution to set their portion of the conference champions rate + 4% to the ACC

All other championships/tournaments:

<table>
<thead>
<tr>
<th>Category</th>
<th>Advances</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-shirts</td>
<td>$100</td>
</tr>
<tr>
<td>Headwear</td>
<td>$100</td>
</tr>
<tr>
<td>Fleece</td>
<td>$75</td>
</tr>
<tr>
<td>Golf Polo</td>
<td>$75</td>
</tr>
<tr>
<td>Outerwear</td>
<td>$50</td>
</tr>
<tr>
<td>Infant/Toddler</td>
<td>$50</td>
</tr>
<tr>
<td>Youth Apparel</td>
<td>$50</td>
</tr>
<tr>
<td>Women’s Apparel</td>
<td>$50</td>
</tr>
<tr>
<td>Non-Apparel</td>
<td>$50</td>
</tr>
</tbody>
</table>

Royalty Rate: 15%

Royalty Rates by Institution (does not include ACC 4%):

<table>
<thead>
<tr>
<th>Institution</th>
<th>Football (ACHFB)</th>
<th>M. Basketball (ACHMBB)</th>
<th>Baseball (ACHMBS)</th>
<th>W. Basketball (ACHWBB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston College</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Clemson</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Duke</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Florida State</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Georgia Tech</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Maryland</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Miami</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
</tr>
<tr>
<td>North Carolina</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Notre Dame</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Syracuse</td>
<td>13%</td>
<td>13%</td>
<td>N/A</td>
<td>12%</td>
</tr>
<tr>
<td>Virginia</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
</tr>
<tr>
<td>Virginia Tech</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Wake Forest</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>

* In the event an institution not represented by IMGCL wins an ACC Championship, licensees will report the institution portion of the ACC Champions royalties directly to the institution or the institution’s licensing agent and the ACC’s portion to IMGCL.
BIG 12 CONFERENCE LICENSING PROGRAM

Member Institutions

<table>
<thead>
<tr>
<th>Baylor University</th>
<th>University of Oklahoma</th>
<th>Texas Tech University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iowa State University</td>
<td>Oklahoma State University</td>
<td>West Virginia University</td>
</tr>
<tr>
<td>University of Kansas</td>
<td>University of Texas</td>
<td></td>
</tr>
<tr>
<td>Kansas State University</td>
<td>Texas Christian University</td>
<td></td>
</tr>
</tbody>
</table>

BIG 12 CO-BRANDED LICENSE - Annual application deadline July 1

The co-branded licensing program allows approved licensees the use of all non-event conference logos for production of University/Big 12 co-branded merchandise. The use of Big 12 Championship event logos, references to Big 12 Champions, or collective use of institutions and Big 12 logos are not permitted through the co-branded license. Licensee must be an approved standard licensee of the institution they are co-branding with the conference. In addition to being submitted through the multi-institution section of Brand Manager 360 for conference approval, designs must be submitted through the standard section of Brand Manager 360 for logo and distribution channel approval by the institution(s) featured in the design. Please note that only the conference portion of the royalty rate can be reported against the conference co-branded advance.

Advances:
- T-shirts $250
- Fleece $100
- Headwear $100
- Golf/Polo $100
- Outerwear $100
- Infant/Toddler $100
- Youth Apparel $100
- Women’s Apparel $250
- Non-apparel $250

Royalty Rates:
- Standard institution rate + 4% to Big 12 for any one institution design
- Gameday rate + 4% to Big 12 for gameday/rivalry designs which include the conference logo

BIG 12 COLLECTIVE USE LICENSE - Annual application deadline July 1

This program allows approved licensees to produce designs with equal representation of all conference member institutions and a non-event conference logo. The use of Big 12 Championship event logos, references to Big 12 Champions, or single team or gameday/rivalry co-branded use of institution and conference logos are not permitted through the collective use license. In order to be considered for the collective use program, a licensee must be approved and in good standing with all conference institutions. Designs must be submitted through the multi-institution section of Brand Manager 360 for conference and institutions’ approval.

Advance: NO ADVANCE

Royalty Rate:
- 11% collective use of all institutions’ logos + B12 logo (institutions and conference each receive equal share)

BIG 12 CHAMPIONSHIP EVENT LICENSE - Annual application deadline July 1

The Big 12 Conference Championship Event licensing program allows approved licensees the opportunity to produce Big 12 Conference Championship event designs. To qualify, licensees must be a standard licensee of the majority of the institutions, have held those licenses for at least one year, and currently be in good standing in order to be considered for a Big 12 Conference Championship event license. Meeting these requirements does not guarantee a championship event license, which remains subject to Big 12 Conference approval. If approved, licensees are required to submit designs through the multi-institution section of Brand Manager 360 for conference and institution approval.

Advances:
- T-Shirts $2,500
- Fleece $1,500
- Headwear $1,000
- Golf/Polo $500
- Outerwear $250
- Infant/Toddler $250
- Youth Apparel $250
- Women’s Apparel $250
- Non-Apparel $500

Royalty Rates:
- 10% conference event mark only
- 18% conference event mark and 1+ institution (12% to institution(s) and 6% to Big 12)
BIG 12 CONFERENCE LICENSING PROGRAM (cont.)

BIG 12 CHAMPIONS LICENSE

The Big 12 champions licensing program allows an institution's current licensees the opportunity to produce “Big 12” or “Big 12 Conference” champions designs. Licensee must apply and be approved per event. Regular season champion designs are not included under the champions license, with the exception of the regular season football champions as there will be no Big 12 Conference football championship game. The champions license does not allow the use of any Big 12 logos, including the event logo. The year of championship/tournament, sport (graphics or verbiage), and denoting men’s or women’s is required in all champions designs. If approved, licensees are required to submit designs through the multi-institution section of Brand Manager 360 for conference and institution approval.

Advances (per event):

Football and Men's Basketball:
- T-shirts: $2,500
- Headwear: $1,000
- Fleece: $500
- Golf/Polo: $500
- Outerwear: $250
- Infant/Toddler: $250
- Youth Apparel: $250
- Women's Apparel: $250
- Non-Apparel: $250

Baseball and Women's Basketball:
- T-shirts: $1,000
- Headwear: $500
- Fleece: $250
- Golf/Polo: $250
- Outerwear: $100
- Infant/Toddler: $100
- Youth Apparel: $100
- Women's Apparel: $100
- Non-Apparel: $100

Royalty Rate:
- Institution to set their portion of the conference champions rate + 4% to the Big 12

All other championships/tournaments:
- T-shirts: $100
- Headwear: $100
- Fleece: $75
- Golf Polo: $75
- Outerwear: $50
- Infant/Toddler: $50
- Youth Apparel: $50
- Women's Apparel: $50
- Non-Apparel: $50

Royalty Rate: 15%

Royalty Rate by Institution (does not include Big 12 Conference 4%):

<table>
<thead>
<tr>
<th>Institution</th>
<th>Football (BCHFB)</th>
<th>M. Basketball (BCHMBB)</th>
<th>Baseball (BCHMBS)</th>
<th>W. Basketball (BCHWBB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Oklahoma State</td>
<td>15%</td>
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<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Texas</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
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</tr>
<tr>
<td>Texas Christian</td>
<td>15%</td>
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<tr>
<td>Texas Tech</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

* In the event an institution not represented by IMGCL wins a Big 12 Championship, licensees will report the institution portion of the Big 12 Champions royalties directly to the institution or the institution’s licensing agent and the Big 12’s portion to IMGCL.
SOUTHEASTERN CONFERENCE LICENSING PROGRAM

Member Institutions

**Western**
- University of Alabama
- University of Arkansas
- Auburn University
- Louisiana State University (LSU)
- University of Mississippi (Ole Miss)
- Mississippi State University
- Texas A&M University

**Eastern**
- University of Florida
- University of Georgia
- University of Kentucky
- University of Missouri
- University of South Carolina
- University of Tennessee
- Vanderbilt University

* Eastern and Western divisions do not apply for basketball.

**SEC CO-BRANDED LICENSE** - Annual application deadline July 1

The co-branded licensing program allows approved licensees the use of all non-event conference logos for production of University/SEC co-branded merchandise. The use of SEC Championship Event logos, references to SEC Champions, or collective use of institutions and SEC logos are not permitted through the co-branded license. Licensee must be an approved standard licensee of the institution they are co-branding with the conference. In addition to being submitted through Multi-institution Brand Manager 360 for conference approval, designs must be submitted through Standard Brand Manager 360 for logo and distribution channel approval by the institution(s) featured in the design. Please note that only the conference portion of the royalty rate can be reported against the conference co-branded advance.

**Advances:**
- T-shirts $2,500
- Headwear $500
- Fleece $250
- Men’s Fashion $250
- Outerwear $250
- Infant/Toddler $100
- Youth Apparel $100
- Women’s Apparel $100
- Non-Apparel $500

**Royalty Rates:**
- Standard institution rate + 4% to SEC for an one institution design
- Gameday rate + 4% to SEC for gameday/rivalry designs which include the conference mark

**SEC COLLECTIVE USE LICENSE** - Annual application deadline July 1

This program allows approved licensees to produce designs with equal representation of all conference member institutions and a non-event conference logo. The use of SEC Championship event logos, references to SEC Champions, or single team or gameday/rivalry co-branded use of member institution and conference logos are not permitted through the collective use license. In order to be considered for the collective use program, a licensee must be approved and in good standing with all 14 conference institutions. Designs must be submitted through the multi-institution section of Brand Manager 360 for conference and institutions’ approval.

**Advance:** NO ADVANCE

**Royalty Rate:**
- 15% collective use of all member institutions’ logos + SEC logo (institutions and conference each receive equal share)

**SEC CHAMPIONSHIP EVENT LICENSE** - Annual application deadline July 1

The SEC Championship event licensing program allows approved licensees the opportunity to produce “SEC” or “Southeastern Conference” championship event designs. Regular season champion and Eastern/Western division champion designs are included under the SEC championship event license. To qualify, licensees must be licensed with the majority of the institutions, have held those licenses for at least one year, and currently be in good standing in order to be considered for a SEC Championship event license. Meeting these requirements does not guarantee a championship event license, which remains subject to SEC and institution approval. If approved, licenses are required to submit designs through the multi-institution section of Brand Manager 360 for conference and institution approval.

**Advances:**
- T-shirts $7,500
- Headwear $4,000
- Men’s Fashion $2,000
- Fleece $1,000
- Outerwear $500
- Infant/Toddler $250
- Youth Apparel $250
- Women’s Apparel $500
- Non-Apparel $1,000

**Royalty Rates:**
- 10% conference event mark only
- 18% conference event mark and 1+ institution (12% to the institutions and 6% to the conference)
SOUTHEASTERN CONFERENCE LICENSING PROGRAM (cont.)

SEC CHAMPIONS LICENSE

The SEC Champions licensing program allows an institution’s current licensees the opportunity to produce “SEC” or “Southeastern Conference” champions designs. Licensee must apply and be approved per event. Regular season champion and Eastern/Western division champion designs are not included under the champions license. The champions license does not allow the use of any SEC logos, including the event logo. The year of championship/tournament, sport (graphics or verbiage), and denoting men’s or women’s is required in all Champions designs. Each SEC institution will decide on the number of licensees for the SEC Champions license prior to each tournament/championship. Designs must be submitted through the multi-institution section of Brand Manager 360 for conference and institutions’ approval.

Advances (per event):
Basketball, baseball, football:
- T-shirts: $2,500
- Headwear: $2,500
- Fleece: $1,000
- Golf/Polo: $1,000
- Outerwear: $500
- Infant/Toddler: $500
- Youth Apparel: $500
- Women’s Apparel: $1,000
- Non-Apparel: $1,000

Royalty Rate:
Institution to set their portion of the conference champions rate + 4% to the SEC.

All other championships/tournaments:
- T-shirts: $100
- Headwear: $100
- Fleece: $75
- Golf Polo: $75
- Outerwear: $50
- Infant/Toddler: $50
- Youth Apparel: $50
- Women’s Apparel: $50
- Non-Apparel: $50

Royalty Rate: 15%

Royalty Rates by Institution (does not include SEC 4%):

<table>
<thead>
<tr>
<th>Institution</th>
<th>Football (SCHFB)</th>
<th>M. Basketball (SCHMBB)</th>
<th>Baseball (SCHMBS)</th>
<th>W. Basketball (SCHWBB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Auburn</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Florida</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Georgia</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
</tr>
<tr>
<td>Kentucky</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
<td>Contact Fermata</td>
</tr>
<tr>
<td>LSU</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Mississippi (Ole Miss)</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Mississippi State</td>
<td>Contact Learfield</td>
<td>Contact Learfield</td>
<td>Contact Learfield</td>
<td>Contact Learfield</td>
</tr>
<tr>
<td>Missouri</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Texas A&amp;M</td>
<td>20%</td>
<td>18%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>Vanderbilt</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

* In the event an institution not represented by IMGCL wins an SEC Championship, licensees will report the institution portion of the SEC Champions royalties directly to the institution or the institution’s licensing agent and the SEC’s portion to IMGCL.
AMERICA EAST CONFERENCE

The America East Conference (AEC) allows approved licensees the use of all its logos under its full licensing program. Approved licensees may produce generic AEC, University/AEC co-branded, AEC tournament/championship and AEC champions merchandise.

Advance: $250

Royalty Rates:
- 10% conference mark used alone
- 14% conference mark and 1 school
- 14% conference mark and 2+ schools

Member Institutions:
- University of Massachusetts-Lowell
- University of New Hampshire
- Stony Brook SUNY
- University of Vermont
- Albany SUNY

Limited Membership: Stanford University (field hockey); University of the Pacific (field hockey); California- Berkeley (field hockey); California-Davis (field hockey)

ATLANTIC 10 CONFERENCE

The Atlantic 10 Conference (A10) allows approved licensees the use of all its logos under its full licensing program. Approved licensees may produce generic A10, University/A10 co-branded, A10 tournament/championship and A10 champions merchandise.

Advance: $250

Royalty Rates:
- 10% conference mark used alone
- 14% conference mark and 1 school
- 14% conference mark and 2+ schools

Member Institutions:
- Davidson College
- University of Dayton
- Duquesne University
- Fordham University
- George Mason University
- The George Washington University
- La Salle University
- University of Massachusetts
- University of Rhode Island
- University of Richmond
- St. Bonaventure University
- Saint Joseph’s University
- Saint Louis University
- Virginia Commonwealth University

Limited Membership: Lock Haven (field hockey) and Saint Francis (field hockey)

MOUNTAIN WEST

Mountain West (MW) allows approved licensees the use of all its logos under its full licensing program. Approved licensees may produce generic MW, University/MW co-branded, MW tournament/championship and MW champions merchandise.

Advance: $250

Royalty Rates:
- 10% conference mark used alone
- 14% conference mark and 1 school
- 14% conference mark and 2+ schools

Member Institutions:
- Boise State University
- Colorado State University
- Fresno State University
- University of Hawaii – FOOTBALL ONLY
- University of Nevada
- University of Nevada-Las Vegas (UNLV)
- University of New Mexico
- San Diego State University
- San Jose State University
- University of Wyoming
- United States Air Force Academy
- Utah State University

Limited Membership: Colorado College (women’s soccer) and Hawai’i at Mānoa (football)
CONFERENCE USA
The Conference USA (C-USA) allows approved licensees the use of all its logos under its full licensing program. Approved licensees may produce generic C-USA, University/C-USA co-branded, C-USA tournament/championship and C-USA champions merchandise.

Advance: $250

Royalty Rates:
- 7% conference mark used alone
- 10% conference mark and 1 school
- 13% conference mark and 2+ schools

Member Institutions:

<table>
<thead>
<tr>
<th>East</th>
<th>West</th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida International University</td>
<td>University of North Carolina at Charlotte</td>
</tr>
<tr>
<td>Florida Atlantic University</td>
<td>University of North Texas</td>
</tr>
<tr>
<td>Marshall University</td>
<td>Old Dominion University</td>
</tr>
<tr>
<td>Middle Tennessee State University</td>
<td>Rice University</td>
</tr>
<tr>
<td>University of Southern Miss</td>
<td>University of Texas-El Paso</td>
</tr>
<tr>
<td>University of Alabama-Birmingham</td>
<td>University of Texas-San Antonio</td>
</tr>
<tr>
<td>Louisiana Tech University</td>
<td>Western Kentucky University</td>
</tr>
</tbody>
</table>

* East and West divisions only apply in football.

Limited Membership: South Carolina, New Mexico, and Kentucky (men’s soccer)

SOUTHERN CONFERENCE
The Southern Conference (SoCon) allows approved licensees the use of all its logos under its full licensing program. Approved licensees may produce generic SoCon, University/SoCon co-branded, SoCon tournament/championship and SoCon champions merchandise.

Advance: $250

Royalty Rates:
- 7% conference mark used alone
- 10% conference mark and 1 school
- 13% conference mark and 2+ schools

Member Institutions:

<table>
<thead>
<tr>
<th>East</th>
<th>West</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Citadel</td>
<td>Samford University</td>
</tr>
<tr>
<td>East Tennessee State University**</td>
<td>University of Tennessee-Chattanooga</td>
</tr>
<tr>
<td>Furman University</td>
<td>Virginia Military Institute**</td>
</tr>
<tr>
<td>University of North Carolina-Greensboro</td>
<td>Western Carolina University</td>
</tr>
<tr>
<td>Mercer University**</td>
<td>Wofford College</td>
</tr>
</tbody>
</table>

** East Tennessee State University, Mercer University, and Virginia Military Institute joined July 1, 2014

Limited membership: Campbell, Appalachian State, Davidson, Gardner-Webb, and Southern Illinois-Edwardsville (wrestling only); US Air Force, Bellarmine, High Point, Jacksonville, and Richmond (men’s lacrosse)

SUN BELT CONFERENCE
The Sun Belt Conference (SBC) allows approved licensees the use of all its logos under its full licensing program. Approved licensees may produce generic Sun Belt, University/Sun Belt co-branded, Sun Belt tournament/championship and Sun Belt champions merchandise.

Advance: $250

Royalty rates:
- 7% conference mark used alone
- 10% conference mark and 1 school
- 13% conference mark and 2+ schools

Member Institutions:

<table>
<thead>
<tr>
<th>East</th>
<th>West</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appalachian State University</td>
<td>University of Louisiana at Lafayette</td>
</tr>
<tr>
<td>University of Arkansas-Little Rock</td>
<td>University of Louisiana at Monroe</td>
</tr>
<tr>
<td>Arkansas State University</td>
<td>Texas State University-San Marcos</td>
</tr>
<tr>
<td>Coastal Carolina University</td>
<td>University of Texas-Arlington</td>
</tr>
<tr>
<td>Georgia Southern University</td>
<td>University of South Alabama</td>
</tr>
<tr>
<td>Georgia State University</td>
<td>Troy University</td>
</tr>
</tbody>
</table>

Limited membership: Hartwick, Howard, and NJIT (men’s soccer); Idaho and New Mexico State (football)
Western Athletic Conference (WAC) allows approved licensees the use of all its logos under its full licensing program. Approved licensees may produce generic WAC, University/WAC co-branded, WAC tournament/championship and WAC champions merchandise. The Champions royalty rate applies to regular season, division, and tournament/ championship Champions.

**Advance:**
$250

**Royalty Rates:**
- 8% conference mark used alone
- 14% conference mark and 1 school
- 15% champions

**Member Institutions:**
- California State University-Bakersfield
- Chicago State University
- Grand Canyon University
- University of Missouri-Kansas City
- New Mexico State University
- Seattle University
- Texas-Rio Grande Valley
- Utah Valley University

**Limited membership:**
- Air Force Academy (men's soccer & swimming)
- California State- Sacramento (baseball)
- Houston Baptist (men's soccer)
- Idaho (women's swimming)
- Incarnate Word (men's soccer)
- UNLV (men's soccer and swimming)
- North Dakota (baseball, women's and men's swimming)
- Northern Arizona (women's swimming)
- Northern Colorado (baseball and women's swimming)
- San Jose State (men's soccer)
- Wyoming (men's swimming)
2017-18 CONFERENCE LICENSE
APPLICATION VOUCHER

Mail this page with your advance to the address below after applying online:

IMG College Licensing
1075 Peachtree Street NE, Suite 3300
Atlanta, GA 30309
Licensees A-N attn: Myranda Powers
Licensees O-Z attn: Logan Nelson
770-956-0520

Licensee: ____________________________________________ Account #: ____________________________________________
Contact: ____________________________________________ Phone: ____________________________________________
Address: ____________________________________________ Email: ____________________________________________

________________________________________

CONFERENCES:
Please check all conferences that you are applying for in the far left column.

☐ America East Conference
☐ Atlantic Coast Conference: Co-Branded
☐ Atlantic Coast Conference: Championship Event
☐ ACC Champions License
☐ Atlantic 10 Conference License
☐ Big 12 Conference: Co-Branded
☐ Big 12 Conference: Championship Event
☐ Big 12 Champions License
☐ Conference USA
☐ Mountain West Conference
☐ Southern Conference
☐ Southeastern Conference: Co-Branded
☐ Southeastern Conference: Championship Event
☐ SEC Champions License
☐ Sun Belt Conference
☐ Western Athletic Conference

SPORT: __________________________________________________________________________________________

* If you are applying for a Conference Champions license, please use the space below to indicate which schools you are following: