Contract Manager: Amanda Hallmark
Effective Date: 08/01/2025 – 07/31/2030
RFP Numbers: AU-2025-0000875 AU-2025-0000876
Commodity: Promotional Products and Apparel Program

Promotional & Apparel Contracts Ordering Process

Procurement and Business Services and Trademark Management & Licensing have pre-qualified and selected fifteen (15) vendors that will provide Auburn University with promotional products,and twenty (20) vendors that will provide promotional apparel. Some vendors have the ability to do both promotional products and promotional apparel. The vendors were selected based on a full offering of promotional products and/or apparel and compliance with current bid law. The vendors listed are considered our "Preferred Vendors" for promotional products and/or promotional apparel. The program is effective August 1, 2025.

Campus departments should start by completing a **Campus Department Trademark Request Form** here: http://licensing.auburn.edu/campus-departments/.

Once the initial request is approved, you will receive an email with the next steps including a link to a form that makes it easier to obtain quotes from three vendors.

It's not a requirement to use the website to request quotes, but it is a requirement to complete the **Campus Department Trademark Request Form**. The quote form is simply a tool that you can use. You may request quotes individually by phone or email if you would like. The companies will reply back to you with a quote. Feel free to communicate directly with any of the companies while deciding which one to work with on your project.

Campus departments may request that vendors provide a quote for an entire job with multiple items. It is not a requirement to quote every item individually.

Frequently Asked Questions

Vendors & Contact Information

Please visit http://licensing.auburn.edu/promo-licensees/ for the Promo/Apparel contacts list.

Promotional Apparel

4Imprint
Blink Marketing
Concepts & Associates
Consolidus
KDT Enterprises (Tiger Town Embroidery)
LogoBranders
Master Graphics
Pri-Me (Victory Design)
Scarlet and Gold
Stamp
The Graphic Cow
University Tees
Wells Printing
Booster
TGI Enterprises
A-1 Screenprinting (Underground Printing)
BSN
All-American

Promotional Products
4Imprint
Blink Marketing
Concepts & Associates
Consolidus
Imprint Yourself
Junior Davis
LogoBranders
Pri-Me (Victory Designs)
Rivers Advertising
Stamps
Well Printing
Booster
HALO Branded
A-1 Screening Printing (Underground Printing)

Do we have contract pricing for promotional products or promotional apparel?
No, Auburn University does not have contracted prices for promotional products or promotional apparel.

How do I have my department's items printed?
For promotional product orders, departments will be required to get at least three (3) quotes from three (3) of the fifteen (15) vendors on the separate attached contacts list for items listed below. For apparel orders, departments will be required to get at least three (3) quotes from three (3) of the twenty (20) vendors from the same contacts list for items listed below.

Once the quotes have been attained and reviewed, the department must use the lowest priced vendor for that specific job. When getting quotes, departments should make vendors aware of their own deadlines, whether it be for receiving the quotes or for receiving product. Shipping must be included in all quotes.

Visit Trademark Management & Licensing to start the process at http://licensing.auburn.edu/campus-departments/.

Do I have to use the lowest quoted vendor?
Yes! Because these vendors have been prequalified and vetted, we know that they all produce quality work. You may request that vendors provide a quote for an entire job with multiple items. You are not required to quote every item individually.

How do I pay for my promotional products orders?
Purchasing Card is the preferred method of payment for orders under $5,000. Orders of $5,000 or greater require a purchase requisition.

Are there associated fees if I use the AU Purchasing Card for payment?
All vendors accept the AU Purchasing Card. . If a contractor charges a fee for credit cards purchases, it must be included in quote price.

What is the required documentation for these transactions?
All purchases must have the three (3) quotes and the Trademark and Licensing Approval form.

What is the term of the agreement?
The term of this agreement is five years, ending July 31, 2030. Agreements with the Preferred Vendors will be evaluated on an annual basis. Therefore, it is very important that we receive input from you regarding the service received from the vendors and the quality of the product produced. Please use the Preferred Vendor feedback form to provide positive or negative feedback related to your promotional product order.

Can I reorder an item from the same supplier?

Some projects may require additional quantities after delivery and can be considered reorders. If your project meets the three (3) criteria below, you can reorder from the previous vendor without obtaining three (3) estimates.

1. Reprint must be within 12 months of original order.
2. The specifications of the reprint have to be the exact same. You cannot change page count or size when reprinting.
3. The pricing for the reprint has to be the same.

You will need to submit the previous three (3) estimates from the original order and a new estimate for the additional quantity as documentation. If your reorder is above $5,000, you will still need to obtain a PO# for the reorder. You will also need to submit the print approval from your original order.

Please contact Amanda Hallmark at amh0271@auburn.edu in PBS or call 844-3559, if you have any additional questions.