

# Promotions Guidebook



University of Arkansas

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### **Club Sports Overview**

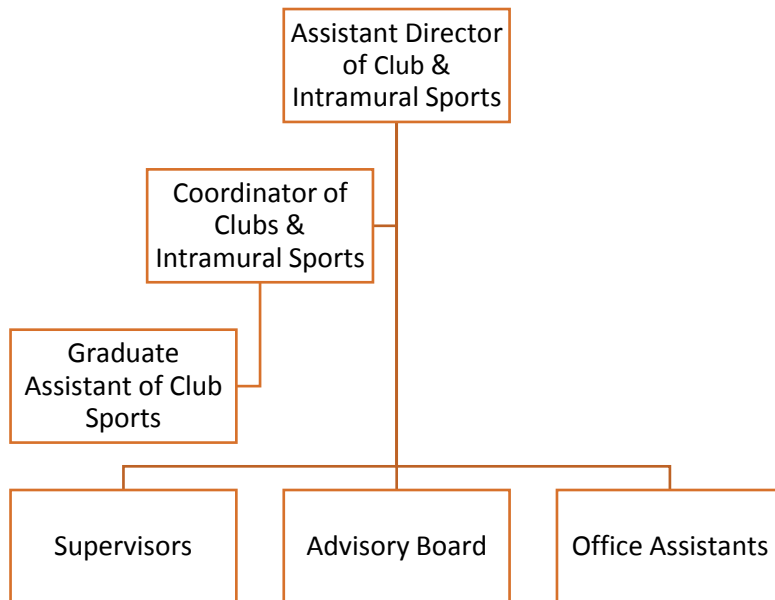
Club Sports is a program within University Recreation (UREC) housed under the College of Education and Health Professions at the University of Arkansas. The purpose of the program is to allow students the opportunity to participate in sports at a competitive or instructional level. Clubs are self-administered and self-regulated with parameters set by program and University policy. Club sport athletes are first and foremost students and athletes second.

**Academics are expected to be a priority for all students.**

### What are the goals for this Guidebook?

1. Simplify policies and procedures where it's resourceful, so that this Guidebook is accessible and easier to read for new and returning officers.
2. To establish clear expectations by defining University and UREC goals and rules.
3. USE THIS AS A BLUEPRINT TO MAP OUT YOUR CLUBS SUCCESS. There are policies for a reason and we want to set you up for success, so make sure you read the information within this Guidebook for your club's betterment.

### Club Sports Administration



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### Why create promotional items?

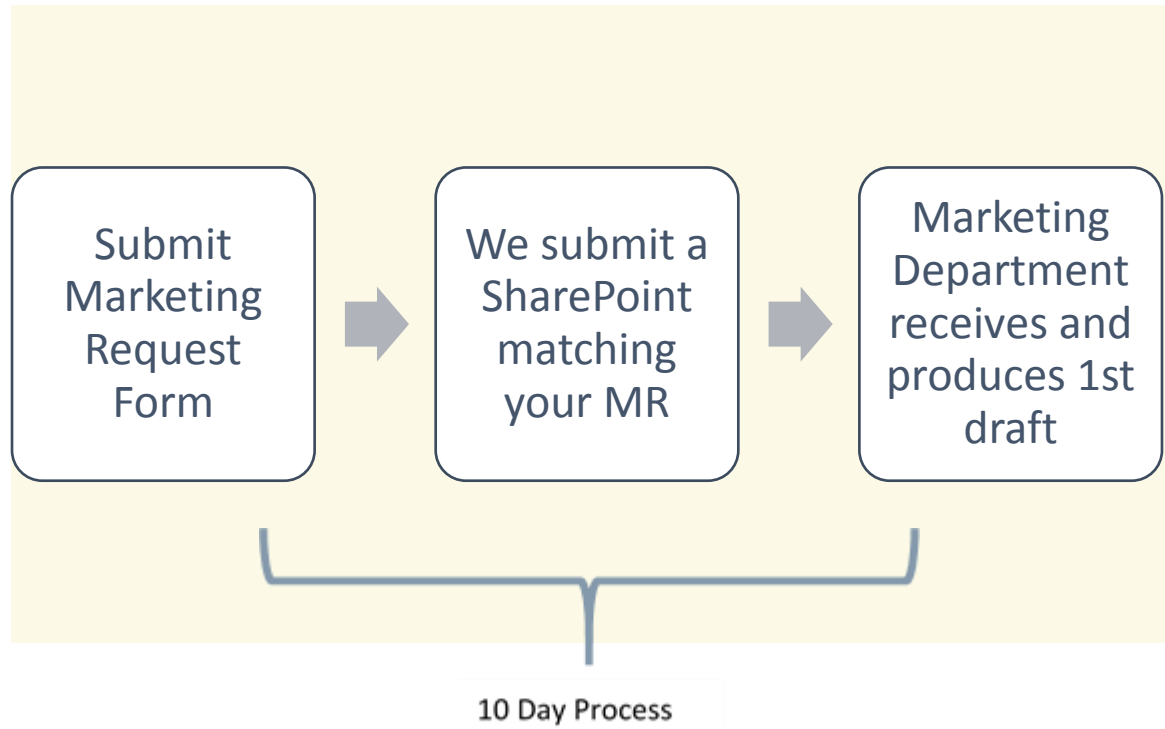
Promotional Items can do many different things for your club. By utilizing UREC's marketing department you can:

- Increase Club Presence on Campus
- Increase Club Presence on Social Media
- Tournament Info
- Practice Info
- Tryout Info
- New Jerseys /T-shirts = money
- Fundraiser Info
- Sponsor Promotion



Use social media to your advantage and promote your sponsors! The more business you can create for you sponsors, the more likely they are to benefit your club in some way – be that free items to give out at a fundraiser, drawing prizes, or even a catered event. The opportunities are endless!

## Marketing Requests: How the process works



## Marketing Requests: Be as Detailed as Possible!

\*Marketing requests are now submitted via Google Forms – which can be accessed via the Club Sports website. \*

When submitting requests it's best to assume that marketing knows limited information about your sport. They shouldn't have to guess and try to find information about your club, so please provide all relevant information about your club (including club email address) on each flyer. You cannot provide too much information for our designers. The less they have to edit and resubmit for approval, the faster you will have a finished product! They are here to help you and can provide an invaluable service if used correctly. By making your club more marketable and by creating a presence with marketing you can inherently increase the value of your club and its appeal to the masses, be it potential members or sponsors.

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### Format/Medium

Per the Google Form, please include the format/medium (poster, handbill, etc.). If you wish to utilize a logo, provide it for them in the form of a vector graphic (.png, .eps) that is **editable** and has a **transparent background**. They are able to create T-shirt designs, brochures, PowerPoints for a university kiosk, and of course logo creations. They can also create Facebook Banner designs for your club's Facebook page.

Print media isn't dead! Although social media can reach more people faster, they might not be the specific individuals you intend to advertise to. By posting print media in specific residence halls or other buildings on campus, you can greatly increase advertising success. (Don't put a Women's Ultimate poster in a male-only residence hall).

### Text

Provide our marketing department with all of the writing that you want on the item. Proofread it before you submit the request, and dictate which part of the text is the title, body, etc. Also, indicate where on the poster you would like all of the information. Use indicator words like "top left", "bottom right", "centered", or other similar phrases to dictate where on the artwork you would like the text you provide.

### Main Idea/Concept

If you have an idea, color scheme, or layout ideas that you would like in your design, please describe it in detail per the Marketing Request Form. Our marketing department is incredibly talented but they cannot read minds, the less drafts they have to make, the faster you will have a finished product that you love!



### Sizes

Standard sizes for print media:

Handbill: 4"x5.5" – Great for handing out at tabling events!

Flyer: 8.5"x11" – Great for posting around campus on bulletin boards!

Poster: 24"x36": 36"x 60" (Can do just about any size)

Don't forget to indicate the number of copies you wish to order! (Limit your order to less than 50).

## Timeline

The sooner you provide us with a Marketing Request, the sooner you will have a first draft sent to you! Plan out your year, schedule a photographer to be present at your home events, or tryouts or anything of the sort so that you have some fresh new pictures each year.

Handbills, Brochures, Flyers, Logos, Posters, and T-Shirt designs are all on a **10-day timeline** from submittal of Marketing Request to production of **first draft**. This distinction is critical because if you want something changed (i.e. more drafts), it will take longer than 10 days, which is why more detail is better on your Marketing Request form.

## Other services

Photography/videography: Have professional pictures taken of your club at an event. These pictures/video can be used to promote your club! You can even request a videographer and create your own advertisement video for your club. Be creative and don't limit yourself!

Photographer/Videographer requests must be sent 4 weeks in advance.



## Which Logos can I use?

### Licensed and Trademarked Words and Marks

Below are examples of properly trademarked words and marks associated with the University:

- Wooo Pig Sooie!<sup>TM</sup>
- Go Hogs<sup>TM</sup>
- Hogs<sup>TM</sup>
- University of Arkansas<sup>®</sup>
- Razorbacks<sup>®</sup>
- Arkansas<sup>®</sup>



**YOU CAN USE THESE!** However, you cannot use them in conjunction with a sponsor's logo on a jersey or t-shirt. (See *Special Circumstances*). Note that the appropriate "red" is the color Pantone Matching System 201. Again, you may use the approved Words and Marks, **but you cannot use this style of font that we've struck through.**

### Licensed Vendors

The Athletic Department utilizes the Collegiate Licensing Company (CLC) to manage all marks associated with the department and University, thus making it necessary to use vendors (local or national) that are licensed through the CLC to print/produce items with licensed words or marks.

There are very limited circumstances when a club may use a vendor to produce apparel or merchandise who are not currently licensed with the CLC. Typically, this has been for items, such as uniforms, in which the club is not reselling the items and the item is so unique (e.g. cycling jersey) that it is extremely uncommon for a company to be licensed. Approval for such a circumstance is on a case by case basis and is ultimately approved by the Director of Trademark Licensing. Clubs who believe they can gain this permission must work with the Club Sports Administration for the permission.

In instances where clubs are purchasing items in which the company is not licensed or permission is not given to bypass the CLC process, the club will need to work with the vendor who is creating the items to gain a CLC license. Ultimately it is the vendor's responsibility to acquire the license—including the one-time license option—and **clubs are not permitted to pay for the licensing fee out of their club accounts.** Companies who wish



to pass the cost of licensing to the club may do so through the cost of the items being purchased.

### Special Circumstances

Through a good working relationship, the Club Sports program has been able to get special permission on aspects of licensing that are not available to others. Although some aspects create somewhat of a greater hardship on clubs, the permission the program and clubs are given to use licensed and trademarked words and marks is invaluable and not afforded to Club Sports at many other institutions. The following describe different circumstances that **ONLY** apply to the Club Sports program and its clubs:

- Clubs who wish to produce items **must** include the word “Club” on the item with their club name. This is to help distinguish club teams from Athletic teams. Below are some examples that were approved by UARK Trademarks:



- Clubs who wish to use the **Hog** may only do so if no business (through donation or sponsorship) is marketed with the club. The Hog is a special and visible mark for the University and thus only businesses who have a sponsorship agreement with the Athletic Department may use it. For example, if the Triathlon club wishes to create a shirt for their club members to wear and would like to put a sponsor's logo on the shirt to thank them for their sponsorship, the Hog may not be used anywhere on the shirt. **The words “Arkansas” and “Razorbacks”, however, can be used.**
- Clubs who wish to purchase items that are to be resold only need to pay royalty fees on the initial order (typically covered by the business or passed on to the club through price per item). The club does not need to pay royalty fees once the items are sold (e.g. on the profits) nor does the club need to pay royalty fees if the resale items are sold to another company that are in turn resold.

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**NOTE:** The University Trademark Licensing Office is constantly evaluating the program and all policies/procedures are subject to change. Please work through Club Sports to ensure that the club is following the most up to date policies/procedures.