



## **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](mailto:olin.arnold@img.com)  
Myranda Powers, Coordinator- [myranda.powers@img.com](mailto:myranda.powers@img.com)  
Logan Nelson, Coordinator- [logan.nelson@img.com](mailto: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)
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- **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 JPatton Sports Marketing through a program called Logos on Demand. JPatton can also supply sew-outs of conference marks through a similar program, Stitches on Demand. If you do not have an account with JPatton, please e-mail Maricruz Santana ([maricruz@jpattonondemand.com](mailto: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 JPatton 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 Miranda Powers [myranda.powers@img.com](mailto:myranda.powers@img.com) or Logan Nelson [logan.nelson@img.com](mailto: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

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## 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.

<b>Advances:</b>	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

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## 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)

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## 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.

<b>Advances:</b>	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)

# ATLANTIC COAST CONFERENCE LICENSING PROGRAM (cont.)

## ACC CHAMPIONS LICENSE

The ACC Champions licensing program allows an institution's current licensee 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):

Basketball, baseball, football:

T-shirts	\$1,000
Headwear	\$1,000
Fleece	\$750
Golf/Polo	\$750
Outerwear	\$500
Infant/Toddler	\$500
Youth Apparel	\$500
Women's Apparel	\$500
Non-Apparel	\$500

### Royalty Rate:

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

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 ACC 4%):

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

\* 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

Baylor University  
Iowa State University  
University of Kansas  
Kansas State University

University of Oklahoma  
Oklahoma State University  
University of Texas  
Texas Christian University

Texas Tech University  
West Virginia University

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## 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.

<b>Advances:</b>	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
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## 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)
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## 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 licensee 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%):

	<b>Football (BCHFB)</b>	<b>M. Basketball (BCHMBB)</b>	<b>Baseball (BCHMBS)</b>	<b>W. Basketball (BCHWBB)</b>
Kansas	15%	15%	15%	15%
Oklahoma	14%	14%	14%	14%
Oklahoma State	15%	15%	15%	15%
Texas	15%	15%	15%	15%
Texas Christian	15%	15%	15%	15%
Texas Tech	16%	16%	16%	16%
West Virginia	12%	12%	12%	12%

\* 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.

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## 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.

<b>Advances:</b>	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

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## 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)

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## 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%):

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

\* 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

Binghamton University  
University of Hartford  
University of Maine  
University of Maryland-Baltimore County

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

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## 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)

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## 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:

#### East

Florida International University  
Florida Atlantic University  
Marshall University  
Middle Tennessee State University  
University of Southern Miss  
University of Alabama-Birmingham  
Louisiana Tech University

#### West

University of North Carolina at Charlotte  
University of North Texas  
Old Dominion University  
Rice University  
University of Texas-El Paso  
University of Texas-San Antonio  
Western Kentucky University

\* East and West divisions only apply in football.

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

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## 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:

The Citadel  
East Tennessee State University\*\*  
Furman University  
University of North Carolina-Greensboro  
Mercer University\*\*

Samford University  
University of Tennessee-Chattanooga  
Virginia Military Institute\*\*  
Western Carolina University  
Wofford College

\*\* 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)

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## 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:

Appalachian State University  
University of Arkansas-Little Rock  
Arkansas State University  
Coastal Carolina University  
Georgia Southern University  
Georgia State University

University of Louisiana at Lafayette  
University of Louisiana at Monroe  
Texas State University-San Marcos  
University of Texas-Arlington  
University of South Alabama  
Troy University

**Limited membership:** Hartwick, Howard, and NJIT (men's soccer); Idaho and New Mexico State (football)

# WESTERN ATHLETIC CONFERENCE

The 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: