



2017 FOOTBALL NATIONAL CHAMPIONS LICENSING PROGRAM

The 2017 Football National Champions packet includes:

- Guidelines
- Advance fee structure
- Royalty rates
- Frequently asked questions
- Important dates and deadlines
- How to apply online

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

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

NOTE: Being licensed with a participating school does not automatically guarantee you will be approved for a Football National Champions 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

**** Faxed applications are not permitted.**

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

We look forward to working with you this year.



2017 FOOTBALL NATIONAL CHAMPIONS GUIDELINES

- Submit a completed Football National Champions application online and **mail page 4 of the application attached in Brand Manager 360 with correct advance fee to Myranda Powers or Logan Nelson**. The appropriate advance must be received before the application can be reviewed. Advances are held until a winner is named. If your company is not following a school that wins, your advance will be returned by Wednesday, February 14, 2017.
- List specific schools you intend to follow. “Any” or “All” will not be accepted. In order for changes to be approved before the CFP National Championship Game, changes should be requested prior to Friday, December 8. Changes requested after Friday, December 8, may not be implemented until after the National Championship game.
- All Football National Champions advance checks will be held until a winner is named.
- All checks will be returned by Wednesday, February 14, 2018, for licensees that requested a school that does not win the 2018 football national championship game.
- If you are interested in following a school not included on the original application, please contact Myranda Powers or Logan Nelson to add the additional institution. Changes requested after Friday, December 8, may not be implemented until after the National Championship game.
- IMGCL will confirm receipt of application via email, and the application will be reviewed both internally and with the requested institution(s).
- Upon review, IMGCL will communicate approval or disapproval via email.
- If *disapproved*: Your company will not be permitted to produce 2017 Football National Champions merchandise.
- If approved: Upon receipt of advances, licensee will receive a contract (for approved product categories) via echosign for review and signature.
 - If you are not an existing licensee with IMGCL, an example of liability insurance certificate and IMGCL Labor Code information will also be included within the approval email.
 - All hot market artwork must be submitted via the Multi-Property section of Brand Manager 360. IMGCL will activate the Multi-Property section of IMGCL for artwork submissions for Football National Champions.



2017 FOOTBALL NATIONAL CHAMPIONS GUIDELINES (Cont.)

- All designs **must be approved** by the school ***prior*** to production. Designs may not include the CFP logos. **Note:** ALL photograph images from the event used in artwork designs must be sourced through Wazee Digital. The contact is Lizzi Kongsvik (Lizzi.Kongsvik@wazeedigital.com or 720.382.2877).
- Upon approval, an addendum to your IMGCL contract, or a full Football National Champions contract if you are not a current IMCGL licensee, will be emailed to the contact on the application for signature.
- The correct reference to the winner of the 2018 CFP National Championship Game is the 2017 Football National Champions.
- Bowl invitations are officially announced on Sunday, December 3. The weeks surrounding the announcement are extremely busy. We encourage you to start the Football National Champions application process well in advance of this time to ensure that you may begin production as soon as the National Championship game is completed and a winner has been decided. **Most schools travel with the team and will not be available for approval of applications or artwork.**

PLEASE NOTE:

* The deadline for Football National Champions artwork is Wednesday, December 13.

** Most schools are unavailable to review designs after this date due to holiday and bowl travel schedules.



2017 FOOTBALL NATIONAL CHAMPIONS

Royalty Rates and Advances

A University reserves the right to structure its football national champions program on an individual basis. Should a university decide to deviate from the structure as outlined below, all licensees will be notified immediately. Specifically, institutions will/may charge advance fees by product categories similar to their standard licensing structure.

***Please fill out and mail to the address below with your advance fee after applying online:**

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

Licensee: _____ Account #: _____

Company: _____ Phone: _____

Address: _____ E-mail: _____

Schools Following: _____

ADVANCE FEE STRUCTURE

| | <u>Current licensee licensed w/winning team</u> | <u>New company not licensed w/winning team</u> |
|-------------|---|--|
| Apparel | \$5,000 | \$10,000 |
| Non-Apparel | \$1,000 | \$2,500 |

In the event an institution not represented by IMGCL wins the CFP National Championship Game, IMGCL will manage the CFP portion of the program only. Licensees are required to work directly with the winning University or their licensing agent to execute the institution portion of their National Champions program. The following advances will be due to IMGCL on behalf of the CFP:

| | |
|-------------|---------|
| Apparel | \$1,000 |
| Non-apparel | \$500 |

ROYALTY RATE

Royalty rate and minimum royalty per unit (MRU) to be determined by the university. Licensee will report **whichever is greater**. The IMGCL Institution Football National Champions royalty rate table is located at the end of this packet.

NOTE: Universities reserve the right to increase advance fees and/or royalty rates. IMGCL will contact you with any changes to the royalty rates and/or advances. Schools reserve the right to refuse any licensee a football national champions license, ***even a current university licensee.***

MINIMUM ROYALTY PER UNIT

With respect to adult t-shirts, fleece and headwear, licensee shall pay to IMGCL on behalf of the CFP and collegiate institutions, the MRU to be determined by the university and CFP.



2017 FOOTBALL NATIONAL CHAMPIONS Institution Royalty Rates*

| Institution | Institution Portion | CFP Portion | Total |
|------------------------------------|----------------------------|--------------------|--------------|
| The U of Alabama | 18% | 5% | 23% |
| The U of Arizona | 16% | 5% | 21% |
| Arizona State University | 19% | 5% | 24% |
| U of Arkansas | 15% | 5% | 20% |
| Arkansas State U | 12% | 5% | 17% |
| Auburn U | 18% | 5% | 23% |
| Boise State U | 18% | 5% | 23% |
| Boston College | 16% | 5% | 21% |
| Brigham Young U | 12% | 5% | 17% |
| University of California, Berkeley | 16% | 5% | 21% |
| U of Central Florida | Contact IMGCL | 5% | 5% |
| U of Cincinnati | 15% | 5% | 20% |
| Clemson U | 15% | 5% | 20% |
| University of Colorado | 15% | 5% | 20% |
| U of Connecticut | 14% | 5% | 19% |
| Duke U | 17% | 5% | 22% |
| East Carolina U | 15% | 5% | 20% |
| U of Florida | 12% | 5% | 17% |
| Florida State U | 17% | 5% | 22% |
| Fresno State | 12% | 5% | 17% |
| Georgia State U | 14% | 5% | 19% |
| Georgia Tech | 18% | 5% | 23% |
| U of Illinois | 17% | 5% | 22% |
| University of Kansas | 15% | 5% | 20% |
| U of Louisiana at Lafayette | 14% | 5% | 19% |
| U of Louisiana at Monroe | 14% | 5% | 19% |
| Louisiana State U | 15% | 5% | 20% |
| Louisiana Tech University | 14% | 5% | 19% |
| University of Louisville | 15% | 5% | 20% |
| Marshall U | 15% | 5% | 20% |
| U of Maryland | 18% | 5% | 23% |
| U of Michigan | 20% | 5% | 25% |
| Michigan State U | 18% | 5% | 23% |
| Middle Tennessee State University | 15% | 5% | 20% |
| U of Minnesota | 15% | 5% | 20% |
| U of Mississippi | 17% | 5% | 22% |
| U of Missouri | 15% | 5% | 20% |
| U of Nebraska | 13% | 5% | 18% |
| U of Nevada | 12% | 5% | 17% |
| New Mexico State U | 12% | 5% | 17% |
| U of North Carolina | 20% | 5% | 25% |
| U of North Texas | 14% | 5% | 19% |
| Northwestern U | 12% | 5% | 17% |
| Old Dominion | 10% | 5% | 15% |
| The University of Oklahoma | 15% | 5% | 20% |
| Oklahoma State U | 15% | 5% | 20% |
| Oregon State University | 14% | 5% | 19% |

| | | | |
|---|-----|----|-----|
| The Pennsylvania State U | 15% | 5% | 20% |
| U of Pittsburgh | 12% | 5% | 17% |
| Rice University | 14% | 5% | 19% |
| State University of New Jersey, Rutgers | 12% | 5% | 17% |
| U of South Carolina | 16% | 5% | 21% |
| U of South Florida | 15% | 5% | 20% |
| Stanford University | 16% | 5% | 21% |
| Syracuse University | 14% | 5% | 19% |
| The U of Tennessee Knoxville | 15% | 5% | 20% |
| Texas A&M University | 20% | 5% | 25% |
| Texas Christian U | 17% | 5% | 22% |
| Texas Tech U | 12% | 5% | 17% |
| Tulane U | 14% | 5% | 19% |
| U of Tulsa | 12% | 5% | 17% |
| UCLA | 16% | 5% | 21% |
| U of Utah | 14% | 5% | 19% |
| Utah State U | 12% | 5% | 17% |
| U.S. Air Force Academy | 12% | 5% | 17% |
| Vanderbilt University | 14% | 5% | 19% |
| U of Virginia | 15% | 5% | 20% |
| Virginia Tech | 15% | 5% | 20% |
| Wake Forest University | 15% | 5% | 20% |
| University of Washington | 18% | 5% | 23% |
| Washington State University | 20% | 5% | 25% |
| West Virginia University | 20% | 5% | 25% |
| Western Kentucky U | 14% | 5% | 19% |
| U of Wyoming | 9% | 5% | 14% |

* CFP will receive 5% royalty on all CFP football national champions sales.

** In the event that an institution not represented by IMGCL wins the CFP football national championship, licensees will report the institution portion of the national champions royalties directly to the institution or institution's licensing agent and the CFP portion to IMGCL.



2017 FOOTBALL NATIONAL CHAMPIONS Frequently Asked Questions

Is the winner of the CFP National Championship game the 2017 or 2018 Champions?

The winner of the 2018 CFP National Championship Game is the 2017 Football National Champion.

Is the word “Champs” allowed? Is “NCAA” allowed?

The word “Champs” is permitted on a case-by-case basis. “Champions” is preferred. This event is not an NCAA championship; therefore, there can be no reference or use of NCAA verbiage or marks.

When do I have to send in the advance?

The advance must accompany the completed Football National Champions application. Upon approval of your application, an email will be sent to your attention stating such and an email will be sent to JPatton so that you may access the National Champions artwork from Logos on Demand. CFP logos are not permitted.

Will the advance be refunded if my team does not win the national championship?

Yes. Football National Champions checks are not deposited until a winner is decided. If a school wins that is not indicated on your application, your check will be returned to the contact listed on the application by Wednesday, February 14, 2018.

When can we start submitting designs?

You will receive an email stating that you are approved for the Football National Champions licensing program and may start submitting designs via the Multi-Property section of Brand Manager 360. All hot market designs must be submitted via the Multi-Property section of Brand Manager 360. If your company is not yet using Brand Manager 360, please email Myranda Powers or Logan Nelson to receive a registration form. As a reminder, production cannot begin until an agreement is executed and artwork is approved by the school. Not all Football National Champions artwork will be submitted to the CFP for approval, but every piece of artwork will be forwarded to the University.

How many finished samples do I need to send to IMGCL?

Due to limited storage space in our offices, finished samples will be due upon request only.

When can we begin producing merchandise?

Three things must be in place before you can begin printing:

1. Executed contract.
2. Artwork submitted through Brand Manager 360 and approved by all parties.
3. One participating school in the 2018 CFP National Championship Game wins and is named the 2017 Football National Champions.



2016 FOOTBALL NATIONAL CHAMPIONS Frequently Asked Questions (Cont.)

When are royalties reported and to whom?

2017 Football National Champions royalty reports are due by the **20th of each month (or quarterly depending on your standard agreement)** to IMG College Licensing during the term of the agreement. **Reports are due whether or not any sales occurred during the reporting period.** Failure to report in a timely manner and provide an accurate statement of royalties will jeopardize future participation in national champions licensing.

Can I use the CFP National Championship Game logo in my Football National Champions design?

No. Licensees may not use the CFP National Championship Game logo or verbiage in any Football National Champions designs. However, the logo of the opponent in the national championship game can be included. IMGCL will grant access to requested logos via Logos On Demand.

Can I get approval on my design immediately?

IMGCL and the schools realize the urgency of approving artwork and review designs many times daily. Please be patient as there is a very high volume of artwork submitted daily. To ensure artwork is approved so you may start production, we request submitting artwork well ahead of your production schedule. **NOTE: Many universities are closed during the holidays. In order to take full advantage of this hot market opportunity and meet your production and delivery deadlines, designs should be submitted well in advance of the CFP National Championship Game.**

Can I fax the artwork to IMGCL for approval?

No. All hot market designs must be submitted via the Multi-Property section of Brand Manager 360. No paper artwork or emailed artwork will be processed.

What is the best way to check on the status of a design?

Brand Manager 360 allows you to track your artwork as it goes through the process from IMGCL to the university. You will be notified via email once the process is complete. However, you may check the status of a design at any time within Brand Manager 360.

For Football National Champions merchandise, can I use the OLCP hologram hangtag or sticker?

You must use the OLCP hologram hangtag or sticker (available from JPatton) on all National Champions merchandise. In addition, a licensee must affix its name to each licensed article and packaging to be easily identified by enforcement staff in the marketplace. Licensed articles not appropriately marked risk enforcement staff removing the product from the marketplace.



2017 FOOTBALL NATIONAL CHAMPIONS Important Dates and Deadlines

To be sent in

Football National Champions royalty reports due

ACC, Big 12, SEC and CUSA Championship Games

Official bowl invitations extended to schools

National Champions application deadline *

Additions/deletions to contracts to be completed before the bowl games **

National Champions artwork submittals deadline ***

Request for advance to be returned (in writing)

Deadline

20th of EACH month

Saturday, December 2

Sunday, December 3

Wednesday, December 6

Friday, December 8

Wednesday, December 13

Wednesday, January 10, 2018

* Applications will be processed after this date in a timely manner, but due to many factors associated with the bowl games, there is no guarantee they will be processed and completed prior to the bowl games. Applications sent to IMGCL that will arrive after the December 6 deadline should include the advance.

** Additions/deletions may be requested after this date but are not guaranteed to be approved and completed prior to the bowl games being played.

*** Artwork will be processed after this date in a timely manner. Due to many factors associated with the bowl games, there is no guarantee they will be processed and completed prior to the bowl games.

Bowl invitations are officially announced on Sunday, December 3. The weeks surrounding and following the announcement are extremely busy. We encourage you to start the Football National Champions application process well in advance of this time to ensure that you may begin production as soon as the National Championship game is completed and a winner has been decided.

Most schools are unavailable to review designs after the specified dates above due to holiday and bowl travel schedules.

ABSOLUTELY NO EXCEPTIONS WILL BE MADE TO THESE DATES.



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.

*** Football National Champions license type = NCMFB1**

If you have any questions, please contact Myranda Powers myranda.powers@img.com or Logan Nelson logan.nelson@img.com