



# Promotional Items, Apparel and Gift Buying Guide

There are many considerations when purchasing promotional items. Work through the following questions to ensure compliance with policies and procedures.

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## WHEN TO USE OHIO STATE IDENTITY (BRANDING) ON YOUR ITEMS?

See the FAES Brand page: [FAES.osu.edu/brand/home](http://FAES.osu.edu/brand/home)

## WHAT IS A PROMOTIONAL ITEM?

Promotional items are those items that are sold or given to individuals and the item represents the university in some way. This may include things like apparel, headgear, trinkets, pens, etc. Plaques and trophies are considered awards and do not have the same vendor restrictions as promotional items. However, brand rules apply to all items (promotional and awards). Food is not usually considered a promotional item.

## WHAT APPROVAL IS NEEDED FOR ITEMS PURCHASED?

**Unit Business Purpose Approver:** This person is responsible for approving the business need for all goods and services for a unit and will give his or her approval on the **eRequest** when submitted.

**Unit Budget Approver:** This person is responsible for approving the availability of funds for all goods and services for a unit and will give his or her approval on the **eRequest** when submitted.

**One level higher approval:** This approval is needed when promotional items will be given to an employee for appreciation. Approval is required prior to purchase via email, and that email is attached to the **eRequest**.

**Employee receiving a taxable gift:** This approval is received by contacting the employee prior to purchase to ensure they want the gift even if they have to pay payroll tax. It is not necessary to document this approval ahead of time and can be verbal or via email.

**Awards \$101-\$1,000:** These purchases must be approved by the FAES dean. Approval is required prior to purchase via email, and that email is attached to the **eRequest**.

**Awards >\$1,000:** These purchases must be approved by the FAES dean and the Office of Human Resources. Approval is required prior to purchase via email, and that email is attached to the **eRequest**.

**Purchases >\$25,000:** These purchases require a public bid. Start by getting brand approval and then contact a business operations representative to help you through the bid process to select a vendor.

## HOW DO I CHOOSE A VENDOR?



### COMING SOON

Trademark and Licensing is working with FAES communications to put our college onto a new university website which will allow the public as well as faculty and staff to purchase college branded merchandise directly through a vendor called Promouniversity.

These vendors are contracted to sell to The Ohio State University only – not to individuals or employees.

### FOR SALE

For sale merchandise requires the use of an officially **licensed company through Trademark and Licensing Services**. This is different from the promotional items vendors in the Purchasing Contract Book. For sale items include anything that you will be charging someone a fee to obtain – even if it is to employees or volunteers, even if it is simply at the cost of the item, even if there is no Ohio State branding. It would also be required if you are buying items for a silent auction or similar event.

For a list of current officially licensed companies, [contact Trademark and Licensing Services](#). A suggested list of local licensees with already branded material is available at [trademarklicensing.osu.edu](http://trademarklicensing.osu.edu).

## LICENSING CONTACTS

### APPAREL CONTACTS:

**J. America Sportswear** – Ohio State Sales Team

D.J. Kelley – [dj@kellevsalesteam.com](mailto:dj@kellevsalesteam.com) – 614-626-4946

Austin Waddle – [austinw@kellevsalesteam.com](mailto:austinw@kellevsalesteam.com) – 614-626-4946

### PROMOTIONAL PRODUCTS CONTACTS:

**Relay Gear** – Jimmie Bryson – [jimme.bryson@halo.com](mailto:jimme.bryson@halo.com) – 614-850-1931

- All promo type items – Online catalog: [www.halo.com](http://www.halo.com)

**Wincraft Inc.** – Melissa Flom – [mflom@wincraft.com](mailto:mflom@wincraft.com) – 888-339-8602

- Pennants, Rooter Poms, Lanyards, Custom Items, etc. - Online catalog: [www.wincraftusa.com](http://www.wincraftusa.com)

**Victory Postcards** – Scott Armstrong – [victorypostcards@gmail.com](mailto:victorypostcards@gmail.com) – 614-764-8975

- Bobble Heads, Pens, Mugs, Water Bottles, etc. - Online catalog: [www.victorypostcards.com](http://www.victorypostcards.com)

**Aminco International** – new contact not yet identified – 949-457-3261

- Lapel Pins, Koozies - Online catalog: [www.amincousa.com](http://www.amincousa.com)

**Tervis Tumbler** – Brad Schneider – [bschneider@tervis.com](mailto:bschneider@tervis.com)

- Stock and Custom Insulated Drinkware - Online catalog: [www.tervis.com](http://www.tervis.com)

**BSI Products** – Scott Robinson – [scott@bsiproducts.com](mailto:scott@bsiproducts.com) – 888-381-2596

- Pennants, Buttons, Stadium Cushions - Online catalog: [www.bsiproducts.com](http://www.bsiproducts.com)

**Fathead** – Nathan Partington – [nathanpartington@fathead.com](mailto:nathanpartington@fathead.com) — 800-328-8877

- Vinyl Decals, Full-size Cut Out Mascots, Portable Device Covers - Online catalog: [www.fathead.com](http://www.fathead.com)

**Beveridge Marketing** – Peter Beveridge – [peterb@eyeblack.com](mailto:peterb@eyeblack.com) — 301-816-1980

- Stock and Custom Eye Black Strips - Online catalog: [www.eyeblack.com](http://www.eyeblack.com)

**Spirit Products** – Manon Camacho – [mcamacho@spiritproducts.com](mailto:mcamacho@spiritproducts.com) 978-372-2022

- Pennants, Key Rings, Buttons, Sport Bead Necklaces, Stadium Cushions, Novelty Headwear  
Online catalog: [www.spiritproducts.com](http://www.spiritproducts.com)

## GIVE AWAYS

For **branded items** being purchased with university funds and given away for free, the use of a **contracted University purchasing vendor** is required. This would include items you are giving to volunteers, students or employees, or items that are given away as part of a registration fee.

The list of current suppliers, their contract terms and contact information is available in the [Purchasing Contract Book](#).

**Tip:** The contract book for these vendors lists no freight – but this is only if items are shipped to central receiving at the Ohio State main campus. Off-campus units will pay shipping.

**Tip:** Samples are free – but only one of each kind of item to be ordered.

Give Away Vendors
American Solutions for Business
Branding Society
Express Promotions
G&G Outfitters
Golden Star Promotions
Idegy Inc.
Outreach Promotional
Overture
Proforma TCL
Shumsky Enterprises
Smile Promotions

### OFF-CAMPUS UNITS

On-campus units must always use these vendors. Off-Campus units may use a local vendor if all of these conditions apply:

- Item is not branded
- Item is not to be sold
- Cost will be less than \$5,000
- A quote from one of the contract vendors has been received and it is more than the local quote (keep with transaction documentation)

### USE OF THE 4-H MALL OR SIMILAR SITE

You can buy items with the 4-H clover from the 4-H Mall or similar establishment with a PCard or checking account.

You can sell those items.

The customization available on the website for items is allowable as long as what you are adding isn't an Ohio State-branded message.

If you are customizing more than what is available on the website (requiring design assistance or a special quote) or the customization involves an Ohio State brand, then you cannot use the 4-H mall or similar site.

## GETTING BRAND APPROVAL

After selecting a product, work with your vendor to create a brand-compliant layout. Your vendor will produce a digital proof of the product indicating size, placement and color of art.

If this is a first-time order, you may wish to request a pre-production sample to review prior to completion of the full order. For embroidery items, you may request a “sew-out” sample of the stitching to ensure it meets university standards.

There are two steps to brand approval.

**1** **FAES BRAND TEAM**  
email the digital proof to  
[FAES bat@osu.edu](mailto:FAES_bat@osu.edu).

**2** **OSU BRAND AND MARKETING,  
OSU TRADEMARK AND LICENSING**  
Complete the [Request Form To Use University Logos](#)  
Email the form and your digital proof to:  
[identity@osu.edu](mailto:identity@osu.edu) AND [Trademark and Licensing Services](#)

While most submissions are reviewed within 24-48 hours, please allow three to five business days.

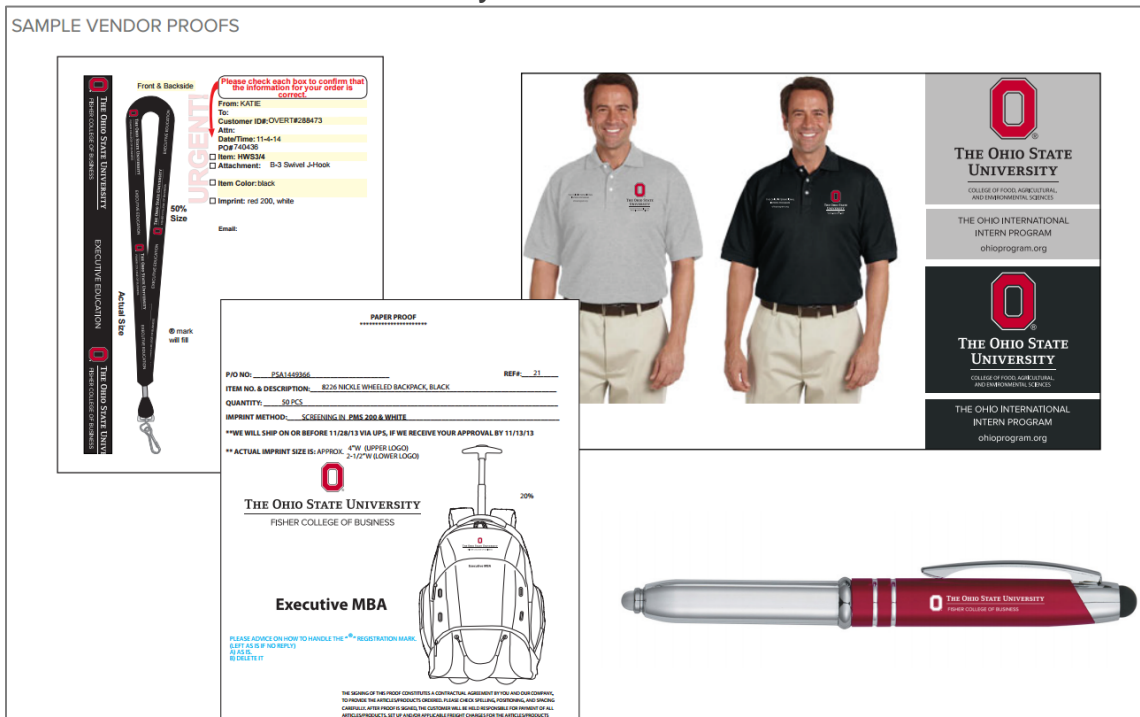
## TEMPLATES

Would you rather use a template an go straight to placing the order?

<http://cfaes.osu.edu/brand/templates>

1. Choose a template
2. Get a proof from the vendor
3. Skip to the next step and attach both the PDF Template and the PDF Proof to the eRequest when submitting

**Brand questions?** The college's brand team meets every Wednesday morning to discuss questions submitted by end of day Tuesday. Send your questions to [FAES\\_BAT@osu.edu](mailto:FAES_BAT@osu.edu) and we will respond by Thursday afternoon.



## PLACING AN ORDER

- **FOR SALE**

After artwork is approved by all areas, get a quote from the approved licensed company. If you are using the primary licensed vendor (currently J America), then follow the instructions here to create a purchase order.

Complete an **eRequest** and attach:

1. the quote provided by the vendor
2. the digital proof provided by the vendor
3. the approval you received from branding and Trademark and Licensing Services OR a PDF of the template that was used.
4. the list of recipients and their employee status (unless not required)
5. If using J America, type "OSU Contract Number 11-50030116AA" in the additional information section of the eRequest.

**Other Licensed Vendors:** If you are using someone other than the primary licensed vendor (currently J America), arrange to pay the vendor with a **PCard** – you will not be able to pay with a Purchase Order as these vendors are not active in the vendor database. Enter an **eRequest** and attach:

1. the quote provided by the vendor
2. the digital proof provided by the vendor
3. the approval you received from branding and Trademark and Licensing Services OR a PDF of the template that was used.
4. the list of recipients and their employee status (not required for items costing <\$10)
5. an itemized receipt

- **GIVE AWAYS**

Your **contracted vendor** should upload your official quote to **eStores**.

Complete an **eRequest** using the quote provided by the vendor by accessing the quote through the **eStores** link on the **eRequest**. Attach to the request:

1. the digital proof provided by the vendor
2. the approval you received from branding and Trademark and Licensing Services OR a PDF of the template that was used.
3. the list of recipients and their employee status (not required for items costing <\$10)
4. the tax status of items given to employees (email from Cindy Buxton). See [PAYROLL TAX](#).

Your business operations representative or PCard reallocator will process your order. Allow 10 business days for processing.

## TAX ISSUES

### • SALES TAX

Even though we are exempt from paying sales tax as a buyer, we are not exempt from collecting sales tax as a seller. Sales tax would apply to individuals and organizations, employees, volunteers and students. All goods that are sold by the university require either:

1. The collection of sales tax
2. The collection of a State of Ohio Blanket Certificate of Exemption from exempt buyers. See the [FAES Sales Tax Guide](#) for more help.

### • PAYROLL TAX

Items given to employees or emeritus faculty may be considered taxable income.

- Not all things are taxable – email [Cindy Buxton](#) with the details of the purchase you want to make to find out if your items will be taxable to the employee.
- Communicate with the employee before you make the purchase – they may not want the item if they have to pay for a portion of it through income tax.
- Give the item to the employee and have them sign the [Taxable Benefit Agreement Form](#)
- Submit the signed [Taxable Benefit Agreement Form](#) to the individual who does **HR Action** requests for your unit.
  - The person entering the **HR Action** request should:
    - Choose the **Pay Additional Compensation** option
    - Choose the appropriate payment type (ex. non-cash)
    - Attach the [Taxable Benefit Agreement Form](#)
    - Reference the **eRequest** number if applicable.

### • NON EMPLOYEE GIFT TAX

Items given to non-employees that accumulate in value to more than \$250 must be recorded in the university financial system. At certain dollar thresholds non-cash gifts become taxable by the IRS even for non-employees. See the [FAES Non-Employee Gift Purchasing Guide](#) for more help if this applies to your purchase.

## RESOURCES

FACULTY AND STAFF GUIDE TO BRANDING AND BUYING MERCHANDISE AND APPAREL: [brand.osu.edu/assets/downloads/FacultyStaffMerchGuide.pdf](http://brand.osu.edu/assets/downloads/FacultyStaffMerchGuide.pdf)

FAES BRAND: [FAES.osu.edu/brand](http://FAES.osu.edu/brand)

OHIO STATE BRAND GUIDELINES: [brand.osu.edu](http://brand.osu.edu)

TRADEMARK AND LICENSING SERVICES: [trademarklicensing.osu.edu](http://trademarklicensing.osu.edu)

PURCHASING: [purchasing.osu.edu](http://purchasing.osu.edu)

FAES FINANCE: [FAESfinance.osu.edu](http://FAESfinance.osu.edu)