



## Special Event/Program Licensing

**When any CLC institution has the opportunity to engage in a special event or program we consider a number of elements when developing a strategic licensing plan.**

Event or Program Life – Is the event or program ongoing or finite?

Logo and/or Word Mark – Is there already a special mark for the program? If not, will CLC be creating the mark for the University? Is a special agreement/separate addendum necessary?

Products – Do we want to limit the products available for the program?

Licensees – Who do we want involved in the program? Should it be limited to only a select few licensees or opened up to all interested? Should it be limited to licensees that serve a specific distribution channel or do we want to cover all channels (campus/local, mid-tier/better, mass)?

Branding and Marketing – How do we incorporate on-campus branding with local, regional, and national retail marketing efforts?

Retailers – How can we support the retailers (signage, enter-to-wins, radio drop-ins, email blasts, press releases, etc.)?

Other Issues – Are corporate sponsors involved? Are there special elements to the program?

### Examples:

#### Illinois Basketball Centennial

##### Key Elements:

- 2004-2005 season
- special logo design by CLC
- marketing events: reunion weekend, decade theme nights, etc.
- on-campus branding efforts: jersey patch, court logo, etc.
- strategic channel distribution and product exclusive with a licensee
- local retail support



#### University of Maryland Fear the Turtle

##### Key Elements:

- ongoing
- addendum required to use word mark
- 2% of royalties to designated charity

##### PREMIUM WORD MARK

**Fear the Turtle®**

Please note a special addendum must be signed before the use of this word mark.