



# APPROVAL PROCESS FOR SWAG, APPAREL, AND UNIFORMS

Before purchasing custom swag or apparel, both brand and licensing approvals are needed and must be submitted with purchase requests. Allow up to 7 business days for brand and licensing reviews and an additional 7 business days for standard procurement processing, or 1 day if using a Pro-Card.

## Step 1

Email Licensing ([angela.rader@csus.edu](mailto:angela.rader@csus.edu)) to see if the vendor you would like to use is licensed with the Collegiate Licensing Company (CLC). Only vendors with current licensing agreements will be approved.

## Step 2

Email University Marketing ([universitymarketing@csus.edu](mailto:universitymarketing@csus.edu)) and provide item details (link to item specs, including a picture of the item, color, placement/imprint area, size, etc.) and a brief description of who will be receiving the items and how it will be distributed. University Marketing will provide appropriate logo(s) and usage guidelines.

## Step 3

Provide logos and instructions from University Marketing to the CLC-licensed vendor or campus designer creating the artwork.

## Step 4

Once the artwork is created, the licensed vendor or campus contact submits a PDF proof to University Marketing ([universitymarketing@csus.edu](mailto:universitymarketing@csus.edu)). External vendors need to copy campus partners to ensure they are in the loop. University Marketing will review the submission and request additional edits or provide approval within 3-5 business days.

## Step 5

Once final brand approval is received, the vendor or campus partner submits artwork to the CLC ([www.clc.com](http://www.clc.com)) for licensing approval. Allow 1-2 business days for review.

## Step 6

Email Procurement ([procard@csus.edu](mailto:procard@csus.edu)) with your Pro-Card request or enter a CFS Requisition. Include University Marketing and Licensing approvals.

## QUESTIONS?

### PROCUREMENT

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### LOGO AND BRAND

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### LICENSING

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