

The Program

Strengthen the relationship and communication between the retail industry and the University

Provide quality licensed products to the consumer

Increase store traffic for licensed products

Increase the exposure and presence of licensed products

Build pride in carrying and selling Husky merchandise

Increase sales of officially licensed Husky products

Requirements

Commit to stock and sell a minimum of 15 sku's of Husky merchandise on a year round basis.

Commit to carry only Husky products that are "officially licensed".

Prominently display Husky items.

Devote counter space (or similar space) to promotional items.

Prominently display Dawg-Tail POP materials and window decals.

Include Dawg-Tail logo in locally produced advertising.

Benefits

Posters and schedule cards

Point of Purchase (POP) signage for your store

Website listing

PA and video announcements at home athletic events

Store listing in game-day program

Store listing in the Husky Newswire

Invitation to hospitality events

Promotional sponsorship opportunities

In-store appearances by cheerleaders or mascots

Ticket giveaways to select athletic events

Information about new and unique Husky items

Updated listing of authorized manufacturers

Quarterly newsletter

University of Washington



Retailer Program Application

Store Information

Store Name _____

Buyer(s) _____

Main Office Address _____

Phone _____

Fax _____

E-mail _____

Website _____

Type of Store (check one)

- Sporting Goods
- Specialty
- Department
- Discount
- Other _____

Buying System (check one)

- Store Level
- Regional
- National

Major Vendors _____

Number of Stores in Chain _____

Number and location of Stores in Washington state
(attach list if necessary) _____

Schools Currently Carried _____

Where do you currently advertise? _____

Estimated Annual UW merchandise sales _____

Signage Requirements (check one)

- 5 1/2x7
- 7x11
- 11x17

Quantity (maximum of six per store) _____

As authorized personnel for my store(s), I pledge that we will purchase only "Officially Licensed Products." I understand that I may contact the University of Washington Trademarks & Licensing Office if I have any questions about the licensing status of any vendor.

Signature _____

Date _____

Upon completion, please mail to:

University of Washington
Trademarks & Licensing
4014 University Way NE
Seattle, WA 98105-6203