



2017 Bayou Classic LICENSING PROGRAM

November 25, 2017
New Orleans, LA

The 2017 Bayou Classic Licensing Program Information Packet Includes:

- Guidelines
- Fees & Royalty Rates
- Directions for submitting an application in Brand Manager 360

NOTE: IMG College Licensing, in conjunction with local law enforcement agents, will be conducting enforcement prior to and during this event. Any unapproved or unlicensed product is subject to seizure.

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

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

Application must be submitted through Brand Manager 360.





2017 Bayou Classic LICENSING PROCESS

Fees and Royalty Rates:

- Application Fee: \$50 (Non-refundable)
- Advance Fee: \$500 - apparel
\$250 - non-apparel
- Royalty Rate: 14%

Guidelines

- After submitting application through Brand Manager 360, please forward the application fee and advance fee to:

IMG College Licensing
1075 Peachtree Street NE, Suite 3300
Atlanta, GA 30309
Licensees A-N attn: Myranda Powers
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- Application must include:
 - \$50 application fee
 - appropriate advance fee (\$500 apparel, \$250 non-apparel)
 - current certificate of insurance with endorsement (if not already on file with IMGCL)
- Upon review of application, IMGCL will confirm approval/disapproval via e-mail. If your application is disapproved, the advance will be returned to your attention immediately.
- Upon approval an agreement, the 2016 Bayou Classic Logos, and logo use guidelines will be sent via email.
- All designs must be submitted via Multi-Property Brand Manager 360 and approved prior to production.
- All merchandise must bear the "Officially Licensed Collegiate Products" hologram. OLCF holograms may be obtained from JPatton Sports Marketing by calling 770-612-0400 or Maricruz Santana maricruz@jpattonondemand.com
- Deadlines: Applications are due by **NOVEMBER 3, 2017**.
Artwork submissions are due by **NOVEMBER 5, 2017**.

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.

Bayou Classic License Type Code: BAYOU

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