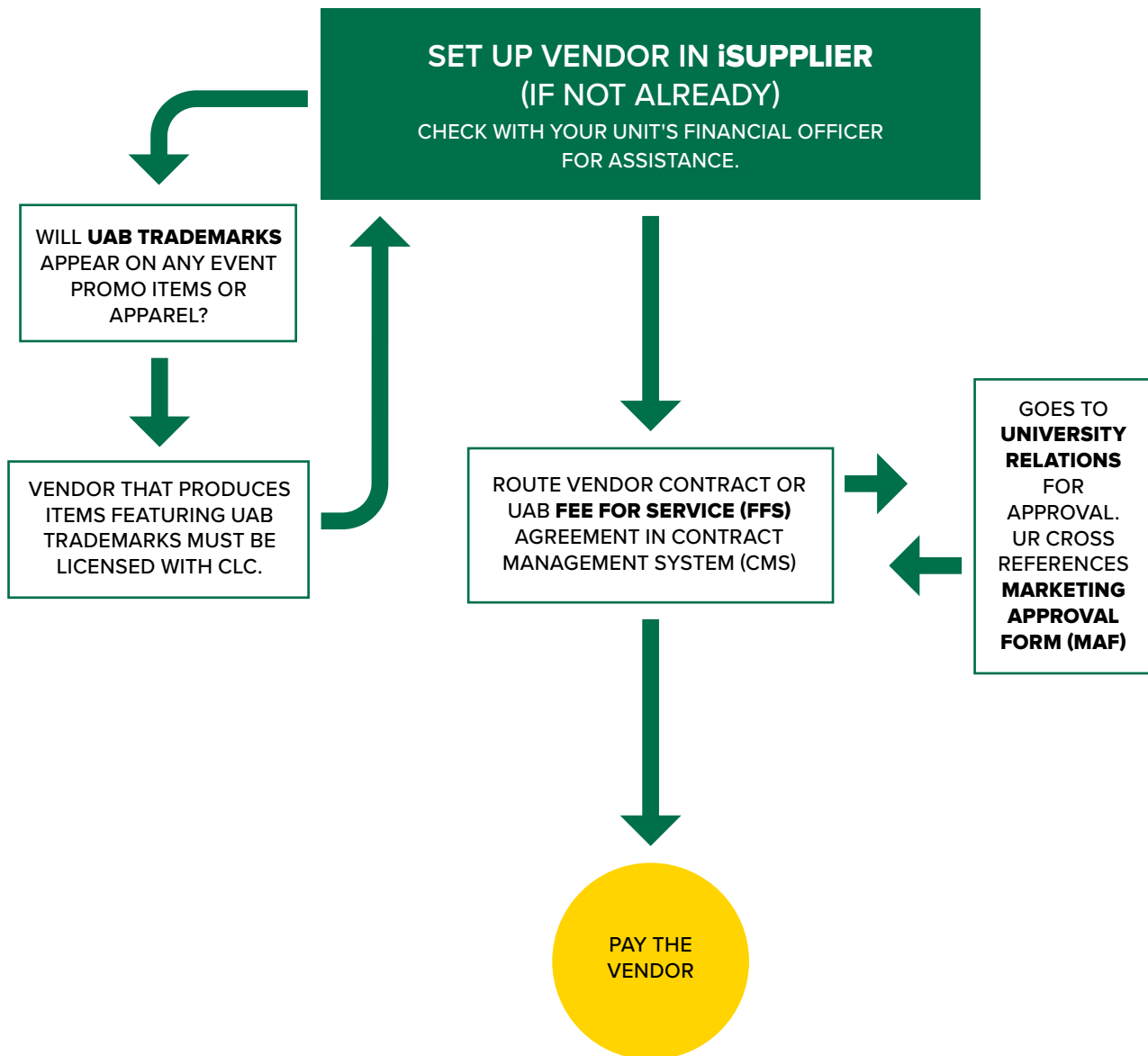


PURCHASING EVENT SPONSORSHIP

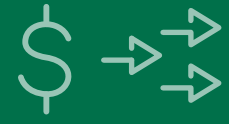
PURCHASING AN AD FOR NON-UAB EVENT,
EXHIBITING TABLE, ETC.



SUBMIT A MARKETING APPROVAL FORM



PURCHASING ADVERTISING OR MEDIA BUYS



DIGITAL MARKETING
(FACEBOOK, INSTAGRAM,
GOOGLE, LINKEDIN ADWORDS)

PRINT MARKETING
(PRINT, BILLBOARDS, RADIO)

□
EMAIL
MARKETING@UAB.EDU
TO START A CONVERSATION

□
PER THE UA SYSTEM REQUIREMENT,
SUBMIT A **MARKETING**
APPROVAL FORM (MAF)

□
SET UP VENDOR
IN **iSUPPLIER**
(IF NOT ALREADY)

□
SUBMIT
SERVICE ORDER
IN A MAF IF
VENDOR IS ON
AN EXISTING
MASTER
SERVICE
AGREEMENT
(MSA)

□
ROUTE
VENDOR
CONTRACT OR
UAB **FEE FOR**
SERVICE (FFS)
AGREEMENT IN
CONTRACT
MANAGEMENT
SYSTEM (CMS)

GOES TO
UNIVERSITY
RELATIONS
FOR
APPROVAL.
UR CROSS
REFERENCES
MARKETING
APPROVAL
FORM (MAF)

UR ROUTES
SERVICE
ORDER

PAY THE
VENDOR

ORDERING PROMOTIONAL ITEMS OR APPAREL

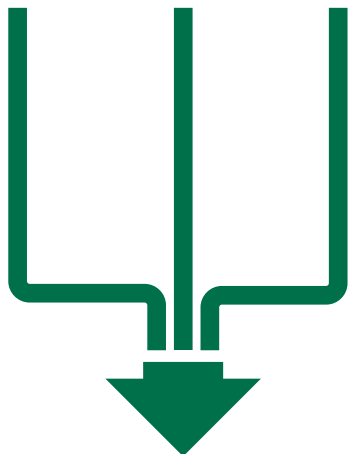


HOW WILL YOU BE PAYING FOR THESE ITEMS?

- UAB ACCOUNT
- RESEARCH DOLLARS
- PCARD (STATE DOLLARS)

- EDUCATIONAL FOUNDATION FUNDS (NON-STATE DOLLARS)

- OTHER NON-STATE DOLLARS



MUST USE A UAB APPROVED PROMO / APPAREL VENDOR.

WILL UAB TRADEMARKS APPEAR ON THE ITEM(S)?

- YES

- NO

USE ANY CLC LICENSED VENDOR

USE ANY VENDOR

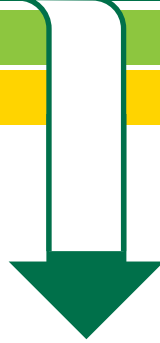
SUBMIT A MARKETING APPROVAL FORM BEFORE PLACING AN ORDER.



IS THIS ITEM PPE?
MUST SUBMIT A PPE REQUEST FORM BEFORE SUBMITTING A MARKETING APPROVAL FORM.

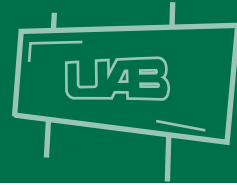
APPROVAL OF CREATIVE ASSETS

(FLYERS, VIDEOS, ADS, ETC.)



SUBMIT A
**MARKETING
APPROVAL
FORM**

ORDERING UAB SIGNAGE



WHAT TYPE OF SIGNAGE ARE YOU ORDERING?

MAJOR **ARCHITECTURAL / BUILDING SIGNAGE**

LIGHT-POLE BANNERS OR OTHER TYPES OF SIGNAGE

CONTACT UAB FACILITIES TO START A **BID**

>\$50K
 YES NO

ARE YOU USING AN AGENCY OR FREELANCER FOR DESIGN?

FOLLOW GUIDELINES FOR HIRING AGENCY / FREELANCER

ARE YOU USING UAB TRADEMARKS?

YES

USE ANY **CLC LICENSED VENDOR**

NO

USE ANY **SIGNAGE VENDOR**

SUBMIT A MARKETING APPROVAL FORM BEFORE PLACING AN ORDER.

GLOSSARY TERMS

Architectural signage

Signage that is made the subject of a separate contract between the University and the specified vendor or contractor providing or erecting the signage as previously approved by the university and as depicted in architectural drawings and specifications provided by the university's selected architect. Generally, architectural signage provides identification and / or wayfinding within the university and is specific to a place or building on campus.

Learn more here <https://www.uab.edu/toolkit/branding/campus-signage/guidelines>

Bid

A UAB Financial Affairs-managed process for fairly awarding projects / work in compliance with state bid laws.

Learn more here <https://www.uab.edu/financialaffairs/policies/registration-for-bid-process-guidelines>

CLC

UAB's official licensing representative responsible for administering UAB's licensing program, including processing applications, collecting royalties, enforcing trademarks, and pursuing new market opportunities for the university. CLC-licensed vendors have access to all current UAB trademarks and are allowed to produce items featuring UAB trademarks. Any vendor may apply for a CLC license.

Learn more here <https://www.uab.edu/toolkit/trademarks-licensing/licensing>

Contract Management System (CMS)

A UAB Financial Affairs-managed, internet-based application that allows UAB employees to easily route contracts, keep contract files organized, track contract progress, and more. All contracts must be added to the contract management system (CMS) prior to entering into the departmental routing process.

Learn more here <https://www.uab.edu/financialaffairs/contracting/cms>

Creative / Creative Asset

An image file - typically a JPG, PNG, or PDF – that accompanies your marketing project. Examples include art proofs from vendors, advertisements, videos, flyers, photography, and more.

Educational Foundation Funds

Items purchased with Education Foundation funds are considered non-state dollars. When purchasing promotional / apparel items with these funds, you may use any CLC-licensed vendor.

Learn more here <https://www.uab.edu/educationalfoundation/>

Fee for Services (FFS)

A UAB Financial Affairs-managed agreement that establishes fees required for services with a company.

Learn more here <https://www.uab.edu/financialaffairs/forms/fee-for-service-agreement-company>

iSupplier

UAB Financial Affairs-managed online vendor portal that enables suppliers the ability to maintain purchasing and accounts receivable address(es) and contact information as well as retrieve UAB purchase orders. All UAB vendors are required to register through iSupplier.

Learn more here <https://www.uab.edu/financialaffairs/doing-business/isupplier>

Marketing Approval Form (MAF)

A 2017 UA System-mandated process requiring University Relations to review and approve all UAB marketing and advertising efforts. The form collects data about marketing projects, including vendor information, project purpose, creative assets, total spend, etc.

Learn more and access the form here <https://www.uab.edu/toolkit/marketing-ads/approval-process>

Master Service Agreement (MSA)

In order to maintain brand consistency, and to ensure that UAB retains the rights for creative work and digital advertising metrics produced by any outside companies, University Relations has implemented master service agreements (MSA). The MSA process was also designed to simplify working with outside companies.

GLOSSARY TERMS

P-card

The UAB Purchasing Card (P-Card) program is designed to be a flexible form of payment that permits UAB employees to place orders for allowable purchases.

Learn more here <https://www.uab.edu/financialaffairs/buying/active-contracts-a-z/p-card>

PPE

When ordering Personal Protective Equipment (e.g. masks, face shields, etc.) including branded PPE that may be ordered via UAB-approved promo / apparel vendors, individuals must first submit a PPE Request Form with University Purchasing.

Learn more here <https://www.uab.edu/financialaffairs/covid-19>

Promotional / Apparel Items

Items that can be branded and given out for promotional / marketing purposes may include t-shirts, pens, tote bags, and numerous other items that are available for purchase from UAB-approved Promotional / Apparel Vendors.

Learn more <https://www.uab.edu/toolkit/branding/order-branded-items/ordering-process-vendors>

Service Order

A form that should be completed and signed on a per-project basis when hiring an agency or freelancer. The form captures details about your project, including scope of work, timeframe, budget, etc.

Learn more here <https://www.uab.edu/toolkit/marketing-ads/marketing-creative-service-agreements>

UAB-approved Promotional / Apparel Vendors

A limited number of CLC-licensed vendors selected by University Purchasing. When purchasing promo / apparel items using UAB (state) dollars, you are required to purchase only from one of these approved vendors.

Learn more here <https://www.uab.edu/toolkit/branding/order-branded-items/ordering-process-vendors>

UAB Facilities

The unit responsible for ensuring the UAB campus remains safe, clean, beautiful, and functioning. Sub-units include maintenance, recycling, transportation, Small Business Inclusion, and more.

Learn more here <https://www.uab.edu/facilities/what-we-do>

University Purchasing

Managed under UAB Financial Affairs, this department helps procure goods and services to support the teaching, research, and service activities of UAB while remaining compliant with federal and state laws and University policies.

Learn more here <https://www.uab.edu/financialaffairs/buying>

UAB / State Dollars

When using UAB / state funds (i.e. funds coming from a UAB account), you are required to use one of the UAB-approved vendors when ordering promotional / apparel items.

Learn more here <https://www.uab.edu/toolkit/branding/order-branded-items/ordering-process-vendors>

UAB Trademarks

UAB has numerous design marks (logos) and word marks that are federally registered and protected through the United States Patent and Trademark Office (USPTO). These design and word marks are distinguished by use of registered marks ®. Any vendor producing items that feature UAB trademarks must first be licensed with CLC.

Learn more here <https://www.uab.edu/toolkit/trademarks-licensing/uab-trademarks>

University Relations

Considered the “voice of the university,” this team is responsible for managing the university’s brand, licensing & trademarks, marketing, media & public relations, internal communications, web, social media, and much more.

Learn more <https://www.uab.edu/ur/home/>