Old Dominion University
Retail Recognition Club

Annual Benefits for Retailers carrying Old Dominion University licensed apparel and merchandise, provided by the University and athletic department:

1. Signage in stores as an "official Old Dominion University licensed retailer."
2. Retailer name and logo in one annual advertisement placed in The Virginian Pilot and the Daily Press by Old Dominion, recognizing your business as an outlet for University merchandise.
3. Retailer name and logo recognition on the University licensing web page, linked to the athletic and alumni websites.
4. Retailer name on video board at all University basketball games in the Constant Convocation Center in recognition of carrying University licensed merchandise (36 games annually)
5. Name recognition on a 30-second radio advertisement aired during every men's and women's basketball game on ESPN Radio 1310. (60 games). Retail partners are recognized on a rotational basis.
6. Two (2) tickets to one men's or women's regular season basketball game (*Based on availability*).
7. Two (2) tickets to one Athletic Booster Club Event (contact us for further information on these events).
8. Opportunity to utilize coaches, cheerleaders and mascot to promote ODU products in stores and kick-off campaigns. *(Based on availability).*
9. Two annual e-mail blasts to ODU database of more than 95,000 Alumni promoting retail partnership and/or special ODU licensed products.

In return for the above recognition and publicity, your retail outlet(s) will agree to the following:

1. Sale of a minimum of three (3) different ODU official licensed products at all times during the next 12 months.
2. Purchase ODU licensed merchandise only from Collegiate Licensing Company (CLC) approved vendors.
3. Prominent display of ODU products in collegiate section of retail establishment.

_____ Date _____
Retail Vendor

_____ Date _____
ODU Licensing Director

_____ Date _____
Sr. Associate Athletic Director

Name of retail outlet: _____

Preferred mailing address: _____

Email: _____ Phone: _____

Primary contact name: _____

Thank you again for your continued support of Old Dominion University.