Those responsible for purchasing merchandise that promotes Vanderbilt University or Vanderbilt University Medical Center must do so from this approved list, irrespective of whether or not Vanderbilt’s trademark has been included on the merchandise.

Enhanced service offerings

The primary impetus for the bid process was (1) to ensure maximum protection of Vanderbilt’s trademark; and (2) to ensure factory site disclosure and labor code agreements were in place for any product featuring Vanderbilt’s name or logo. In addition, the new agreements will enhance the level of services currently provided to the university and the Medical Center in a number of ways by reducing the prices on multiple manufacturers’ brands and significantly increasing the level of service required from each supplier.

Purchase orders now standard

Traditionally, Vanderbilt has allowed the use of P-cards when ordering promotional products, uniforms and apparel. However, beginning April 1, 2016, a valid purchase order will be required on all orders. Suppliers will be prohibited from accepting any order or payments placed through a P-card, personal credit card or check request unless the purchase was authorized in advance by the Trademark Licensing office. For more information about the purchase order process, please contact Procurement Services at purchasequestion@vanderbilt.edu.

Placing orders

Please visit the Trademark Licensing website for information on how to place orders. A vendor expo is scheduled for fall 2016 to showcase the new vendors and their products.

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Official apparel and promotional vendors for university, VUMC take effect April 1
Monday, Mar. 14, 2016, 7:00 AM

Vanderbilt will launch new multi-year agreements with a select group of vendors for the purchase of all promotional apparel and awards by Vanderbilt University and Vanderbilt University Medical Center departments, effective April 1.

In anticipation of the legal and financial separation of Vanderbilt University and the Medical Center, Vanderbilt's Trademark Licensing office was tasked with identifying the companies that would serve as official vendors following the transition. Trademark Licensing oversees and ensures that Vanderbilt's brand identity is properly represented on all goods and services. Read more about the office and its policies here.

Over the past several months, Trademark Licensing, Procurement Services, Collegiate Licensing Company and departments from the university and the Medical Center have been engaged in an extensive Request for Proposal (RFP) process to obtain the best possible combination of pricing and service for the Vanderbilt University and Medical Center communities.

As a result, Vanderbilt has awarded a restricted number of master agreements to suppliers to market and sell promotional products, apparel and other related items to students, faculty and staff within the university and the Medical Center.

Agreements were awarded to the following vendors:
- 4imprint
- American Solutions for Business
- Anne Jones Specialties
- Blink Marketing
- Boundless Network Inc.
- Christie's Cookie Company
- Cintas Corporation
- Dragonfly Screen Graphics, Inc.
- Geiger Midsouth
- Geneoile/Emory Graphics, LLC
- Golden Star Promotions
- Goldner Associates, Inc.
- Graphic Cow
- Guy Brown (includes Staples)
- Hip Hues, LLC
- Holliday Promos, LLP
- Image Connection
- Images Printing
- Imagination Branding, Inc.
- Kotis Design
- Land Uniforms
- Matranga Wood Designs
- Nashville Sporting Goods/Lids
- Overture