



## 2019 FLORIDA BLUE FLORIDA CLASSIC MERCHANDISE VENDOR APPLICATION/CONTRACT

Acceptance and placement are subject to space availability

**IMPORTANT** – Effective July 1, 2007, any use of the Florida Blue Florida Classic name or logo on products must be licensed through The Collegiate Licensing Company. The licensing application is available for you to complete online through MyiCLC. A link to MyiCLC can be found in the Quick Links section of [www.clc.com](http://www.clc.com).

### MERCHANDISE VENDOR APPLICATION/CONTRACT

This application and contract (hereinafter “Contract”) for booth space is by and between Florida Classic Consortium Corporation (hereinafter “FCCC”) and the following company (hereinafter “Vendor”). FCCC agrees to lease to the vendor and the vendor agrees to lease from FCCC, the booth space(s) approved below for the Florida Classic game in accordance with the terms and conditions set forth below, and the Rules and Regulations attached hereto and incorporated herein.

The vendor agrees to abide by this Contract and any applicable agreement governing the management of the Camping World Stadium. This contract will not be binding until countersigned by an authorized representative of FCCC. The individual signing below on behalf of the Exhibitor represents and warrants that he/she is authorized to act as the contracting authority. A copy of the signed agreement will be returned to you upon acceptance

Food Vendors- Ice will not be provided. If FCS has to provide Ice the vendor will be charged after the event.

Merchandise Vendors ONLY – All merchandise vendors selling merchandise with FAMU, B-CU, and/or Florida Blue Florida Classic logos must be approved licensed vendors.

Vendor understands that the assigned booth space will be rented at a rate listed below and agrees that full payment only will reserve your spot as a Florida Classic Vendor. Corporate brands and entities or parties interested in promotional space other than food or merchandise vendors please contact Brian Crews at (407) 423-2476 ext. 157.

### BOOTH FEES

Event	Location	Space Allocation	Price	Amenities	Notes
<b>Florida Blue Battle of the Bands</b> Friday, November 22, 2019 6:00 p.m.– 11:00 p.m.	Amway Center-Concourse Level	10'x10'	\$1,100	Vendor must provide tables, chairs, etc.	Merchandise vending only; <u>officially licensed merchandise only</u> ; no food vending
<b>FanFare (Merchandise)</b> Saturday, November 23, 2019 9:00 a.m.– Kickoff	Tinker Field-Camping World Stadium	10'x10'	\$1,250	one (1) 8' table, one (1) tent, two (2) chairs and one (1) 120 amp circuit	Merchandise vending opportunities available; <u>officially licensed merchandise only</u>
<b>FanFare (Food)</b> Saturday, November 23, 2019 9:00 a.m.– Kickoff	Tinker Field-Camping World Stadium	20'x20'	\$1,500	one (1) 8' table, one (1) tent, two (2) chairs and one (1) 120 amp circuit	Food vending opportunities available
<b>Interior Stadium Opportunities</b> Saturday, November 23, 2019 12:00 p.m. – 6:00 p.m.	Florida Blue Florida Classic camping world Stadium	10'x10'	\$1,800	Vendor must provide tables and chairs. <i>Tents will be provided</i>	Merchandise vending only; <u>officially licensed merchandise only</u> ; no food vending
		Full Gate Coverage 7 10'x10' spots (6 Spots inside, 1 outside)	\$10,800	Vendor must provide tables and chairs etc. <i>Tents will be provided</i>	



## Florida Blue Florida Classic Vendor Rules and Regulations

### Agreement to Terms and Conditions

Vendor agrees to abide by the terms of the Contract, the Rules and Regulations, and applicable provision governing the FCCC's occupancy and management of the Camping World Stadium where the Florida Blue Florida Classic game will be held, all of which are made a part of this contract by reference and fully incorporated herein. This is not a binding contract until signed by an FCCC representative.

### FCCC Acceptance Policy

The Florida Blue Florida Classic Consortium Corporation (FCCC) reserves the right to reject companies whose merchandise or products have not been licensed as required by Florida A&M University (FAMU) and Bethune-Cookman University (B-CU), or in accordance with the policies of the Florida Classic Consortium Corporation (FCCC). Any items bearing the name or logos/trademarks of the Florida Blue Florida Classic must be licensed through the FCCC's licensing agency, The Collegiate Licensing Company. A copy of the license application is included with this agreement.

The FCCC will not accept booths marketing alcohol, tobacco, or firearms, and has the right to reject materials of questionable taste. The FCCC may also reject companies offering products or services in direct competition with the FCCC.

### Assignment of Booth Space

Booth space will be assigned on a first come, first served basis and to vendors who have been properly licensed to sell merchandise or products of FAMU and B-CU. All booth spaces are restricted to the ground level, or the outside, of Camping World Stadium.

Vendor applications are not counted as received unless both the contract and the applicable booth fee have been submitted to and processed by the FCCC.

### Setting Up and Dismantling of Vendor Spaces

Vendors for the Florida Blue Battle of the Bands MUST arrive on site at 3:00 p.m. and set up by 4:00 p.m. **Failure to setup within time parameters will result in forfeit of vending space with NO REFUND.** Vending spaces for the Florida Blue Battle of the Bands must be dismantled within 30 minutes of event completion. Vendors in the Florida Blue Florida Classic FanFare may setup booth spaces beginning at 9:00 a.m. to 4 p.m. on Friday, November 22, 2019. Florida Blue Florida Classic FanFare booth spaces must be dismantled by 5:00 p.m. on Saturday, November 23, 2019. Inside stadium vendors at the Florida Blue Florida Classic game may set up between 9:00 a.m. and 4:00 p.m. on Friday, November 22, 2019, and enter through West Pass through Gate. Inside vendors' booths must be dismantled by 6:00 p.m. Saturday, November 23, 2019. **Vendors should utilize dollies or carts to move products to/from vending area.**

## Cancellation and Withdrawal

***Vendors must provide payment in full and the Vendor Application by November 2, 2019*** in order to retain their booth space(s). All payments are final and **NO REFUNDS will be issued** in the event a vendor wishes to cancel or withdraw.

## Use of Booth Space

All merchandise or products, circulars, other promotional activities, chairs, boxes and other equipment or supplies must be confined to the limits of the booth space, must not interfere with adjacent booths, intrude on normal aisle traffic or space, impede patron passage, or block entrances/exits to stadium, restrooms, stairways, and escalators/elevators. **No vendor shall assign, sublet or share booth space allotted without the knowledge and written consent of FCCC.** Vendors shall not under any circumstances distribute any form of merchandise, products or materials in any area of the stadium beyond their booth space.

As a condition of being provided a booth space, each Vendor agrees to observe the rules stated in this document, and any vendor that does not do so will be subject to whatever action deemed necessary by FCCC to correct or prevent the violation. The FCCC reserves the right to restrict vendors that, because of noise, method of operation or any other reason, become objectionable.

## Staffing of Booth Space

No more than four (4) individuals may operate a single table at the same time. Also, for safety, fire, etc., booths must be set up to allow working space for booth personnel within the designated confines of the stadium. Vendors and booth personnel will not be allowed to stand in the aisle. Booth spaces must be staffed at all times. Any booth space which is not staffed for a period of time deemed unreasonable by the FCCC may be removed from the booth space with no refund being made to the vendor.

## Insurance

Although the FCCC may employ security personnel, the FCCC, or of their officers, agents or employees will not be responsible for the safety or property of Vendors. This includes: theft, strike, or damage by fire, water, storm, or vandalism. Each Vendor acknowledges that it is responsible for obtaining appropriate insurance coverage.

## Limitations and Liability

Neither the FCCC, FAMU nor B-CU, their officers, agents, directors, members, representatives, suppliers, subcontractors or employees shall be liable for, and are hereby released from, any claims, liabilities, losses, damages or expenses relating to or arising out of any injury to any personnel or Vendor or to any other person for any loss of or damage to any property of the Vendor or any other property where such injury, loss, damage is incident to, arises out of, or is in any way connected with the Vendor's participation. The Vendor shall be fully responsible for any such injury, loss or damage and the Vendor shall protect, indemnify, hold harmless, and defend the FCCC, their officers, directors, agents, employees, against all claims, liabilities, losses, damages and expenses.

## Licensing

The Vendor shall be held responsible for securing any and all necessary licenses or consent forms requested. Any displays or uses of copyrighted or trademarked merchandise or products is prohibited unless otherwise noted or authorized by the respective organizations. Also, any use of name, trademarks or logos of FAMU, B-CU or other copyright, trademark, etc. owner, used directly or indirectly, by the Vendor must be cleared prior to the event. Vendors must provide proof of license and permits upon arrival to the event. **Failure to provide proof of license or permit will result in ejection from the event.**

For permit/ license information and applications, please refer to the following links:

*Permits through the City of Orlando –Permitting Services Division: (407) 246-2271*

Business Tax Application:

[http://www.cityoforlando.net/permits/pdfs/BUS\\_Business\\_Tax\\_app.pdf](http://www.cityoforlando.net/permits/pdfs/BUS_Business_Tax_app.pdf)

Mobile Peddler Applicants Application:

<http://www.cityoforlando.net/permits/pdfs/BUS%20Mobile%20Peddler%20Checklist.pdf>

### **Parking**

All vendors will be given two (2) parking passes; additional passes may be purchased for \$25.00 each. Vendors will not be allowed to park their vehicles inside the Florida Blue FanFare area; **vendors should utilize dollies or carts to move products to/from vending area.** Limited parking will be provided for Vendors in a nearby parking lot.

### **Passes**

All inside vendors will be provided with a Vendor Credential that must be worn at all times.

These Rules and Regulations are subject to change prior to the time the Florida Blue Florida Classic game is held. Failure to follow these Rules and Regulations will constitute a breach of contract. In addition, by signing the application/contract, the Vendor agrees to comply with FCCC's interpretation of these Rules and Regulations.

The Florida Classic Consortium Corporation does not condone nor authorize any vendor(s) to sell unlicensed products. Any items bearing the names and/or logos/trademarks of the Florida Blue Florida Classic, Bethune-Cookman University, or Florida A&M University must be licensed through the FCCC's licensing agency, The Collegiate Licensing Company, or the respective university. The Florida Classic Consortium Corporation, Sponsors, and Partners shall not be held liable in any way, shape or form if Vendor does not comply with these regulations. Florida Classic Consortium Corporation reserve the rights to shut down any Vendor for violating these regulations, and vendors may be subject to the local laws enforcing the sale of counterfeit goods

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Print Name

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Signature

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Date



## VENDOR APPLICATION FORM

### CONTACT INFORMATION

Please type or print your information below.

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Product Description: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### BOOTH PREFERENCE QUANTITY

**Event:** \_\_\_\_\_ **Quantity:** \_\_\_\_\_ **Size:** \_\_\_\_\_

Florida Blue Florida Classic Battle of the Bands # booths \_\_\_\_\_ (All booths 10'x10')

Florida Blue Florida Classic FanFare (merchandise) # booths \_\_\_\_\_ booth size: 10'x10' \_\_\_\_\_

Florida Blue Florida Classic FanFare (food) # booths \_\_\_\_\_ booth size: 20'x20' \_\_\_\_\_

Florida Blue Florida Classic Game # booths \_\_\_\_\_ booth size: 10'x10' \_\_\_\_\_

Full Gate Coverage \_\_\_\_\_

### PAYMENT INFORMATION *(payment in full is due no later than November 2, 2019)*

\_\_\_\_\_ Cashier's Check or Money Order (payable to FCCC or FCS)

Please contact Joey Walters ([jwalters@fcsports.com](mailto:jwalters@fcsports.com) or 407-423-2476 ext. 150) with any questions.

## 2019 Florida Blue Florida Classic LICENSING PROGRAM

November 23, 2019

Orlando, Florida



The 2019 Florida Blue Florida Classic Licensing Program Information Packet Includes:

- Guidelines
- Fees & Royalty Rates
- Directions for submitting an application in MyiCLC

**NOTE: CLC, 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:

Collegiate Licensing Company  
1075 Peachtree Street NE, Suite 3300  
Atlanta, GA 30309  
Attn: Kelsey Ledford or Natalie Rowe  
770-956-0520



**Application must be submitted through MyiCLC.**

## **2019 Florida Blue Florida 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 MyiCLC, please forward the application fee and advance fee to:

The Collegiate Licensing Company  
ATTN: Kelsey Ledford or Natalie Rowe  
1075 Peachtree Street, Suite 3300  
Atlanta, GA 30309

- 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 CLC)
- Upon review of application, CLC 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 2019 Florida Classic Logos, and logo use guidelines will be sent by email.
- All designs must be submitted via Multi-Property MyiCLC and approved prior to production.
- All merchandise must bear the “Officially Licensed Collegiate Products” hologram. OLCP holograms may be obtained from JPatton Sports Marketing by calling 770-612-0400.
- Deadlines: Applications are due by **NOVEMBER 2, 2019**.  
Artwork submissions are due by **NOVEMBER 5, 2019**

**ABSOLUTELY NO EXCEPTIONS WILL BE MADE TO THESE DATES.**



AN IMG COMPANY

## How to apply on MyiCLC:

1. Go to [myiclc.clc.com](http://myiclc.clc.com)
2. Log in using your username and password.
3. Click on License Management at the top of your screen.
4. Then choose the NBP application tab.
5. Choose the Create New NBP application tab.
6. Select the license type you wish to apply for by clicking once on your selection (it should highlight in blue) and then click next. The license types are listed below.
7. The first page is your contact information, make sure it is all correct and click Proceed.
8. The second page allows you to choose the schools you wish to follow, then click Proceed.
9. The third page contains product categories. The first box should list all your licensed products which are included in your Standard License. The box below is there if you wish to add other items besides those in your standard agreement. Those licensees who do not hold a Standard License, the bottom box is where you will identify the products you wish to produce. Then click Proceed.
10. The fourth page asks for your Marketing & Distribution plans. Fill out and then click Proceed.
11. The last page contains Distribution Channel information. Same idea as the product categories page. If you have a Standard License this should already be filled in for you, if not, you would need to complete this section and the Proceed.
12. Finally submit your application.

### Florida Classic License Type Code = FLACLA

If you have any questions, please contact. Myranda Powers ([Myranda.powers@img.com](mailto:Myranda.powers@img.com)) or Logan Nelson ([logan.nelson@img.com](mailto:logan.nelson@img.com)) by phone, 770.956.0520.