

The background of the slide features a light green topographic map with contour lines, primarily visible on the left and right sides.

# FACE COVERING STANDARDS

FACE COVERING/PPE STANDARDS AND APPROVED VENDORS



CAL POLY

# THE BASICS

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Cal Poly has specific requirements for ordering any kind of branded face coverings.



There is a select group of pre-approved licensed vendors to produce face coverings.



Please note, there is an elevated insurance requirement from these vendors.



Face coverings for resale require a charitable component.



All Cal Poly merchandise guidelines apply.

# INTERNAL ORDERS

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We are encouraging internal Cal Poly department orders to provide face coverings to those who need them on campus, however, we must do so in a safe and responsible manner.



There is an elevated risk to the university associated with any item that is COVID-19 or PPE related, both from a liability and public relations standpoint.



Due to this elevated risk, there are only a limited number of licensed vendors that are approved to produce these items.



Only licensed vendors with increased product liability insurance that hold a \$2M policy and who applied directly through CLC for this additional product category were considered.



As always, it is not fair, ethical or allowed to procure items from non-licensed vendors. If non-licensed vendors produce any items for Cal Poly using the university name or logos, it is trademark infringement, and the product is considered counterfeit.

# RETAIL ORDERS

We are allowing retail sales in a limited capacity that will support charities aiding people impacted by COVID-19.



The goal is to lessen the chance of counterfeit product, but still offer our extended Cal Poly community – alumni, parents, friends and supporters the ability to purchase an approved, licensed face covering to show their Cal Poly pride.



The collegiate licensing industry has seen an enormous decline and many vendors have experienced financial loss and have turned to making PPE items to help recoup some of that loss.



In order to discourage companies from making these simply because it's the new fad or to make an easy buck, we're only approving a small amount of vendors, restricting the number of retail channels where the items will be sold and requiring a charitable donation with any resale order.

# APPROVED VENDORS

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The following pages give contact information and product examples for the approved vendors.

Most vendors can source additional styles and designs.

## INTERNAL ONLY VENDORS:

- ID ME College
- Doghouse Promotions

## INTERNAL AND RESALE VENDORS:

- Colosseum Athletics
- Logo Brands
- Wincraft Inc.
- Lakeshirts Inc., dba Blue 84

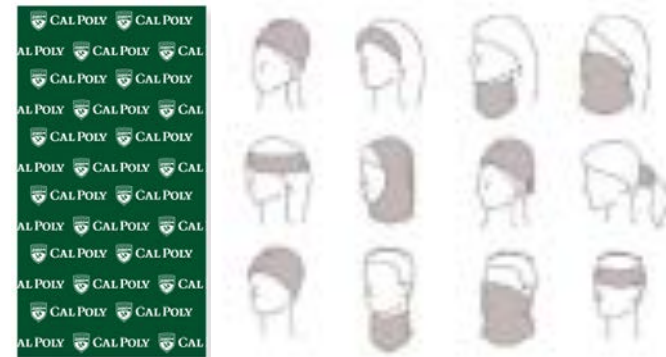
# ID ME COLLEGE

**INTERNAL  
ORDERS ONLY**



## Product Sample

Contact vendor for more styles and designs.



### CONTACT:

Jodi Gechtman – Director of University Programs  
JodiG@IDMEPromotions.com

Kimberly Ballesteros  
Kimberly@IDMEPromotions.com

(818) 774-9500  
18401 Burbank Blvd., Suite 116 Tarzana, CA 91356  
<https://www.idmecollege.com/>

### CHARITABLE CONTRIBUTION:

N/A – Internal orders do not require a charitable contribution



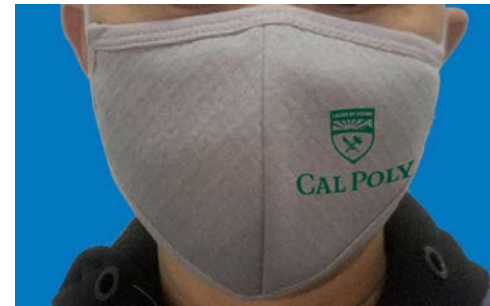
# DOGHOUSE

**INTERNAL  
ORDERS ONLY**



## Product Sample

Contact vendor for more styles and designs.



### CONTACT:

Brian Espy – Owner

brian@doghousepromotions.com

Matt Johnstone

matt@doghousepromotions.com

(805) 544-4770

309 Higuera, San Luis Obispo, CA 93401

<https://www.doghousepromotions.com/>

### CHARITABLE CONTRIBUTION:

N/A – Internal orders do not require a charitable contribution



# COLOSSEUM

## RESALE AND INTERNAL ORDERS



### Product Sample

Contact vendor for more styles and designs.



### CONTACT:

Renato Anton – Regional Sales Representative  
renatoanton2006@gmail.com  
Direct: (310) 545-5373

Jake Edwards – Internal Licensing Manager (cc on orders)  
jakee@colosseumusa.com  
Direct: (310) 538-8991 x 305  
2400 S Wilmington Ave, Compton, CA 90220

<http://www.colosseumusa.com/>

Min Order Qty: 144

### CHARITABLE CONTRIBUTION:

10% of all mask sales will be donated to the following organizations:

- 1/3 to each – CDC Foundation, Feeding America & Red Cross





# LOGO BRANDS

## RESALE AND INTERNAL ORDERS



### CONTACT:

Ashley Cox  
ashley@logobrand.com

Audra Winfree  
audra@logobrand.com

Direct: (615) 721-3608 Mobile: (615) 804-4932  
117 Southeast Pkwy, Franklin, TN 37064

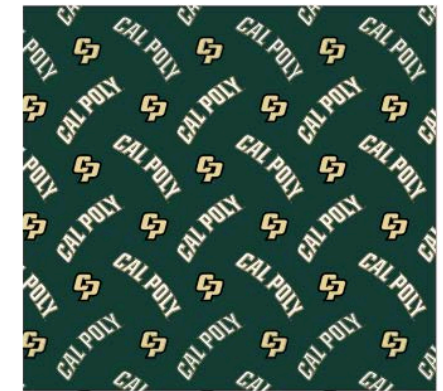
<https://logobrand.com/>  
catalog: <https://logobrand.com/pdf/2020Catalog>

### CHARITABLE CONTRIBUTION:

20% wholesale to America's Food Fund: World Central Kitchen, Feeding America, Save the Children U.S., No Kid Hungry, and Urban School Food Alliance

### Product Sample

Contact vendor for more styles and designs.



# WINCRAFT

## RESALE AND INTERNAL ORDERS



### Product Sample

Contact vendor for more styles and designs.

#### CONTACT:

Marty Blocker – Retail & Collegiate Sales  
mblocker@wincraft.com

Direct: (866) 251-6555

Mobile: (563) 568-9117

(800) 533-8006

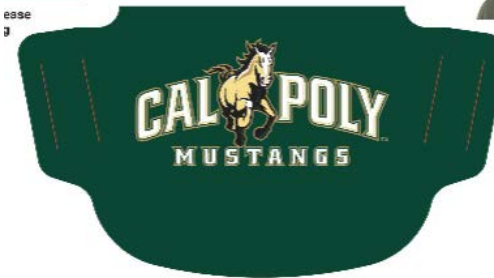
P.O. Box 888

960 East Mark Street, Winona, Minnesota 55987-0888

<https://www.wincraft.com/>

#### CHARITABLE CONTRIBUTION:

5% of all mask sales will be donated to the Mayo Clinic



# BLUE 84

## RESALE AND INTERNAL ORDERS



### Product Sample

Contact vendor for more styles and designs.

#### CONTACT:

Ken Jamgochian – Southern California Sales Representative

[jam.go@verizon.net](mailto:jam.go@verizon.net)

(800)-627-2780

750 Randolph Rd  
Detroit Lakes, MN, 56501

<https://blue84.com/>



#### CHARITABLE CONTRIBUTION:

5% of all mask sales will be donated directly to Cal Poly Cares



# Questions

If you need further assistance or have questions, feel free to reach out to:

**Sasha Palazzo**

Trademark Licensing Specialist

sapalazz@calpoly.edu