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FACE COVERING STANDARDS

FACE COVERING/PPE STANDARDS AND APPROVED VENDORS



CAL POLY

THE BASICS

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

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 providing assistance to 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

The following pages give contact information and initial 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**



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**



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



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@logobrands.com

Audra Winfree
audra@logobrands.com

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

<https://logobrands.com/>
catalog: <https://logobrands.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



WINCRAFT

RESALE AND
INTERNAL ORDERS



CONTACT:

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

Direct: (866) 251-6555

Mobile: (563) 568-9117

(800) 533-8006

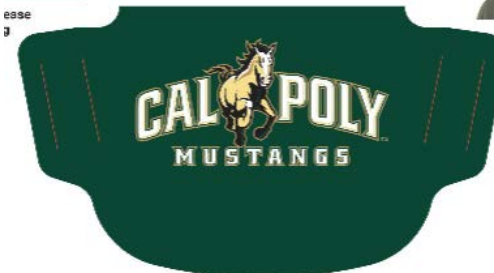
P.O. Box 888

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



CONTACT:

Ken Jamgochian – Southern California Sales Representative
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:

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Trademark Licensing Specialist

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