FACE COVERING STANDARDS

FACE COVERING/PPE STANDARDS AND APPROVED VENDORS
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.
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
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
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
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
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:

**Sasha Palazzo**
Trademark Licensing Specialist
sapalazz@calpoly.edu