Campus Merchandising Policy

Unit: University Supply Store
Effective Date: 8/1/2016
Revision Date: 7/1/2020

Contact: Bernadette Chavira-Trull
Title: Director, University Supply Store

Purpose

The purpose of this policy is to designate University of Alabama (UA) Supply Store (Supe Store) as the authorized entity to facilitate mercantile activities on UA Campus and to establish procedures for the purchase of UA merchandise for resale. The sole designation and related procedures are designed to ensure compliance with Payment Card Industry Data Security (PCI), appropriate inventory controls, and a cost-efficient, safe, and effective process for the departments and student organizations/clubs.

Policy

UA Supply Store (Supe Store) is the only authorized University entity approved by The Board of Trustees of The University of Alabama to facilitate mercantile activities on the University of Alabama campus. No mercantile activity shall be permitted without permission of the University’s Supply Store (or designee). An academic or administrative department, registered student organization, or University affiliated student, faculty, or staff member (collectively “University affiliate”) who wants to sell merchandise must follow the procedures contained herein. A non-registered organization or off-campus group or person (collectively “External entity”) may only sell merchandise on campus if properly sponsored by a University affiliate and in compliance with this Policy.

Sale of UA Trademarked Merchandise

University affiliates who want to sell UA trademarked merchandise should first contact the UA Licensing Department to have the merchandise approved. Upon receiving approval from the UA Licensing Department, contact UA Supply Store’s Associate Director-Branches, Licensed Products & Remote Venues to discuss the opportunity to make the merchandise available for customers to purchase online through the Supply Store’s website. The UA Supply Store’s Associate Director-Branches, Licensed Products & Remote Venues will provide guidance to finalize the process for sale of such merchandise.

When appropriate, UA Supply Store will process a Departmental Transfer (DT) on a monthly basis, crediting the appropriate department for that department’s share of revenue on special orders of merchandise. DTs for student organization merchandise will be forwarded to the Office of Student Involvement. DTs for club sport merchandise will be forwarded to University Recreation.

External entities who want to sell UA trademarked merchandise must obtain a license through the procedures outlined by the Office of Trademark Licensing.

On-Campus Sales

Commercial solicitations for sales of goods and services by University affiliates and sponsored external entities are limited to the area in and around Ferguson Center, unless otherwise approved as outlined below. Use of space in and around the Ferguson Center is governed by the Ferguson Center Student Union General Reservation Guidelines and coordinated by the Ferguson Center Director and, when used for the sale of merchandise, must be also approved by the University Supply Store.
Approval for sales in locations other than the Ferguson Center may be done if approved by the University Supply Store, in consultation with the Office of Facilities & Grounds Use and conducted in a manner consistent with the University’s Facilities & Grounds Use Policy. Requests for sales outside of the Ferguson Center area should be made to the University’s Office of Facilities & Grounds Use.

Sales on campus are also subject to the following:

- As outlined in the University’s Revenue Generating Policies, any University department intending to begin the generation of revenue for the benefit of the University must first receive approval from Student Account Services.
- All requests to sell items on campus must be made at least five (5) University business days before the intended sale date.
- The sale of any “Bama” or other trademarked items is prohibited except as outlined herein.
- The sale of textbooks is prohibited. The sale of other books may be possible subject to approval from the University Supply Store.
- In addition to the approvals required herein, commercial solicitations for sales of goods and services that are to be conducted in University residence halls and apartments must also be approved by the Office of Housing and Residential Communities.

**Payment Methods**

With the exception of the University Supply Store, authorized food trucks, Crimson Tide Sports Marketing, game day sanctioned vendors, events covered by the University’s Revenue Generating Policies, and events with written approval allowing for acceptance of paper currency/coins (i.e., legal tender), all events that require payment for a product or service must accept payment via a digital payment method (e.g., Venmo, PayPal, Bama Cash, credit cards, etc.). Accepting legal tender is not permitted without prior written approval from the University.

**Scope**

This policy applies to persons, groups, or organizations affiliated or unaffiliated with the University.

**Office of the Vice President of Finance and Operations**

Signed: Cheryl Mowdy  
Cheryl Mowdy  
Assistant Vice President for Finance and Operations  
7/1/2020