PURCHASING EVENT SPONSORSHIP
PURCHASING AN AD FOR NON-UAB EVENT, EXHIBITING TABLE, ETC.

SUBMIT A MARKETING APPROVAL FORM

SET UP VENDOR IN iSUPPLIER
(IF NOT ALREADY)
CHECK WITH YOUR UNIT'S FINANCIAL OFFICER FOR ASSISTANCE.

WILL UAB TRADEMARKS APPEAR ON ANY EVENT PROMO ITEMS OR APPAREL?

VENDOR THAT PRODUCES ITEMS FEATURING UAB TRADEMARKS MUST BE LICENSED WITH CLC.

ROUTE VENDOR CONTRACT OR UAB FEE FOR SERVICE (FFS) AGREEMENT IN CONTRACT MANAGEMENT SYSTEM (CMS)

GOES TO UNIVERSITY RELATIONS FOR APPROVAL. UR CROSS REFERENCES MARKETING APPROVAL FORM (MAF)

PAY THE VENDOR
PAY THE VENDOR

PER THE UA SYSTEM REQUIREMENT, SUBMIT A MARKETING APPROVAL FORM /EcaseMAF/.
SET UP VENDOR IN iSUPPLIER /EcaseIF NOT ALREADY/, ROUTE VENDOR CONTRACT OR UAB FEE FOR SERVICE /EcaseFFS/ AGREEMENT IN CONTRACT MANAGEMENT SYSTEM /EcaseCMS/.
SUBMIT SERVICE ORDER IN A MAF IF VENDOR IS ON AN EXISTING MASTER SERVICE AGREEMENT /EcaseMSA/.
UR ROUTES SERVICE ORDER.

UR ROUTES SERVICE ORDER.

SERVICE ORDER

SUBMIT VENDOR CONTRACT OR SERVICE AGREEMENT /EcaseMSA/.
ROUTE VENDOR IN AN EXISTING MASTER SERVICE AGREEMENT /EcaseFFS/.
SUBMIT A MARKETING APPROVAL FORM /EcaseMAF/.

SET UP VENDOR IN iSUPPLIER (IF NOT ALREADY).

PAY THE VENDOR

GOES TO UNIVERSITY RELATIONS FOR MARKETING REFERENCES.
SUBMIT A MARKETING APPROVAL FORM /EcaseMAF/.

EMAIL MARKETING@UAB.EDU TO START A CONVERSATION.

DIGITAL MARKETING (FACEBOOK, INSTAGRAM, GOOGLE ADWORDS)

PRINT MARKETING (PRINT, BILLBOARDS, RADIO)

PRINTING ADVERTISING (D)
DO I USE A FEE-FOR-SERVICE (FFS) AGREEMENT?

YES

CONTACT VENDOR TO COMPLETE A SERVICE ORDER.

SUBMIT SERVICE ORDER VIA MARKETING APPROVAL FORM. UNIVERSITY RELATIONS WILL ROUTE WITH UNIVERSITY CONTRACTS. ALL SERVICE ORDERS NEED TO BE UNSIGNED BEFORE WORK BEGINS.

UR ROUTES SERVICE ORDER

UR SENDS SIGNED SERVICE ORDER TO DEPARTMENT TO PAY THE INVOICE

SUBMIT SIGNED INVOICE WITH SERVICE ORDER AS BACKUP

I DON'T KNOW

CONTACT MARKETING@UAB.EDU

NO

ALL CREATIVE WORK SHOULD BE EXECUTED UNDER A SIGNED MASTER SERVICE AGREEMENT

NO

EMAIL MARKETING@UAB.EDU TO REQUEST THIS Process.

PER THE UA SYSTEM ALL CREATIVE WORK NEEDS TO BE SUBMITTED VIA MARKETING APPROVAL FORM

UNIVERSITY RELATIONS | SPRING 2022
ORDERING PROMOTIONAL ITEMS OR APPAREL

HOW WILL YOU BE PAYING FOR THESE ITEMS?

- UAB ACCOUNT
- RESEARCH DOLLARS
- PCARD (STATE DOLLARS)
- EDUCATIONAL FOUNDATION FUNDS (NON-STATE DOLLARS)
- OTHER NON-STATE DOLLARS

WILL UAB TRADEMARKS APPEAR ON THE ITEM(S)?

- YES
  - MUST USE A UAB APPROVED PROMO / APPAREL VENDOR.
  - SUBMIT A MARKETING APPROVAL FORM BEFORE PLACING AN ORDER.

- NO
  - USE ANY CLC LICENSED VENDOR
  - USE ANY VENDOR

IS THIS ITEM PPE?
MUST SUBMIT A PPE REQUEST FORM BEFORE SUBMITTING A MARKETING APPROVAL FORM.
APPROVAL OF CREATIVE ASSETS
(FLYERS, VIDEOS, ADS, ETC.)

SUBMIT A MARKETING APPROVAL FORM
The MSA process was also designed to simplify working with outside companies. University Relations has implemented master service agreements (MSA) in order to maintain brand consistency, and to ensure that UAB retains the rights for creative work and digital advertising efforts. The form collects data about marketing projects, including vendor information, project purpose, creative assets, total receivable address(es) and contact information as well as retrieve UAB purchase orders. All UAB vendors are required to contract files organized, track contract progress, and more. All contracts must be added to the contract management system prior to entering into the departmental routing process.

**Master Service Agreement (MSA)**
In order to maintain brand consistency, and to ensure that UAB retains the rights for creative work and digital advertising metrics produced by any outside companies, University Relations has implemented master service agreements (MSA). The MSA process was also designed to simplify working with outside companies.
The MSA process was designed to simplify working with outside companies. In order to maintain brand consistency, and to ensure that UAB retains the rights for creative work and digital advertising spend, etc., University Relations has implemented master service agreements (MSA). The form collects data about marketing projects, including vendor information, project purpose, creative assets, total efforts. The form is available at [https://www.uab.edu/toolkit/marketing-ads/approval-process](https://www.uab.edu/toolkit/marketing-ads/approval-process).

**Promotional / Apparel Items**

Items that can be branded and given out for promotional / marketing purposes may include t-shirts, pens, tote bags, and numerous other items that are available for purchase from UAB-approved Promotional / Apparel Vendors. Learn more at [https://www.uab.edu/toolkit/marketing-ads/marketing-creative-service-agreements](https://www.uab.edu/toolkit/marketing-ads/marketing-creative-service-agreements).

**Service Order**

A form that should be completed and signed on a per-project basis when hiring an agency or freelancer. The form captures details about your project, including scope of work, timeframe, budget, etc. Learn more at [https://www.uab.edu/toolkit/marketing-ads/marketing-creative-service-agreements](https://www.uab.edu/toolkit/marketing-ads/marketing-creative-service-agreements).

**UAB-approved Promotional / Apparel Vendors**

A limited number of CLC-licensed vendors selected by University Purchasing. When purchasing promo / apparel items using UAB (state) dollars, you are required to purchase only from one of these approved vendors. Learn more at [https://www.uab.edu/toolkit/marketing-ads/marketing-creative-service-agreements](https://www.uab.edu/toolkit/marketing-ads/marketing-creative-service-agreements).

**UAB Facilities**

The unit responsible for ensuring the UAB campus remains safe, clean, beautiful, and functioning. Sub-units include maintenance, recycling, transportation, Small Business Inclusion, and more. Learn more at [https://www.uab.edu/facilities/what-we-do](https://www.uab.edu/facilities/what-we-do).

**University Purchasing**

Managed under UAB Financial Affairs, this department helps procure goods and services to support the teaching, research, and service activities of UAB while remaining compliant with federal and state laws and University policies. Learn more at [https://www.uab.edu/financialaffairs/buying](https://www.uab.edu/financialaffairs/buying).

**UAB / State Dollars**

When using UAB / state funds (i.e. funds coming from a UAB account), you are required to use one of the UAB-approved vendors when ordering promotional / apparel items. Learn more at [https://www.uab.edu/toolkit/marketing-ads/marketing-creative-service-agreements](https://www.uab.edu/toolkit/marketing-ads/marketing-creative-service-agreements).

**UAB Trademarks**

UAB has numerous design marks (logos) and word marks that are federally registered and protected through the United States Patent and Trademark Office (USPTO). These design and word marks are distinguished by use of registered marks ®. Any vendor producing items that feature UAB trademarks must first be licensed with CLC. Learn more at [https://www.uab.edu/toolkit/trademarks-licensing/uab-trademarks](https://www.uab.edu/toolkit/trademarks-licensing/uab-trademarks).

**University Relations**

Considered the “voice of the university,” this team is responsible for managing the university’s brand, licensing & trademarks, marketing, media & public relations, internal communications, web, social media, and much more. Learn more at [https://www.uab.edu/ur/home/](https://www.uab.edu/ur/home/).