



Association of Graduates
New Protocols for
Parent's Clubs and
Spirit Committees for
Selling of Products

New Procedures for Selling USAFA Merchandise

- A gentlemen's agreement exists among Parent Clubs and Spirit Committees to avoid selling duplicate or very similar products as currently sold by the AOG, other Parent Groups, or Class Spirit Committees
- Establishing this process will prevent duplication of products among Parent Clubs, Spirit Committees, and the Association of Graduates (AOG)

Step 1 for New USAFA Merchandise

Have an idea for a new product? Do your research first!

- Check out the Visitors Center store, the AOG, the BX, Parent Club sites, and Spirit Committee sites to make sure the item is not already sold by an existing group
- Try to find a product that can be sold in multiples
- Tell your members to keep an eye out for any sort of new product that could be made in USAFA colors or with an AF logo

Example

In 2010, the Georgia Parents Club contacted Tervis, Bed Bath & Beyond and the visitor's center to encourage them to sell AFA Tervis tumblers. Navy and West Point logos were available, but the vendors said they didn't feel there was a market for AFA tumblers. The club contacted Tervis and AFA to see if they could get the license and start selling them as a club fundraiser. This process took approximately 5 months.

Step 2 for New USAFA Merchandise

If you want to use AFA logos or trademarks, they must be approved by the USAFA Strategic Communications

- If you want to use any of the trademarked AFA logos, you must submit your design for approval to Ashley Murphy, Brand Manager within Strategic Communications at USAFA
 - ashley.murphy@usafa.edu, 719-333-7818
- Note: Over the years USAFA will retire trademarks or change their colors slightly requiring you to resubmit the design each time you get your product reproduced

Step 3 for New USAFA Merchandise

If you want to use a class crest or AOG trademarks, they must be approved by the AOG

- If you want to use any official class crest, you must get approval from M.J. Kellenbence at the AOG
 - mj.kellenbence@aogusafa.org
- You will owe a royalty to the AOG of 10% of your profits for using the class crest on your products (Note: Money goes to that Class specific fund)
- Note: Class crest is NEVER allowed for use in graduation announcements/invitations except official announcements sold through USAFA.

Helpful Information

- Vendors
 - The AOG has also graciously offered to assist Parent Clubs with vendor selection to get you the best price
 - Reach out to other Parent Clubs to see if they have recommendations for reasonably priced vendors for product production
- If you are selling apparel or jewelry or any other items where you just use AFA colors, you do not need permission from the Academy
- **Kim Taylor** (taylorfamilyptc@yahoo.com) is the liaison between the AOG and parent clubs for new products. Please submit your new product to Kim so she can arrange for the product to be placed on the AOG Parent Club Products page. The AOG store buyers will also check this site to confirm there is no duplication of product sales.

Key Contacts

- Marie Nikovits - USAFA Parent Liaison
 - usafa.parentliaison@usafa.edu, 719-333-1433
- JoAnn Lemm - Liaison between Spirit Committee and AOG
 - spirit.committee.liaison@gmail.com
- Kim Taylor - Liaison between Parent Clubs and the AOG
 - taylorfamilyptc@yahoo.com, 678-471-6398
- Parent Portal - Parent Club and Spirit Committee Products
 - <http://www.afaparentproducts.info/>
 - <http://www.afaparentproducts.info/products.html>

MARKETING YOUR PRODUCT!

- Use your webmaster's expertise to write up your product for **maximum search engine optimization!!!**

Example: We did this for our AFA napkins. Anyone doing an internet search for AFA napkins will be taken to our GA store link.

- Place a large picture of your product(s) on the front page of your web site
- Market your item at every club function
- Market your product on the generic AFA Facebook pages
- Have members market your product on their class Facebook page
- Advertise your product on the AOG Parent Club Products page
- Ask the AFA Liaison (Marie) to forward product info to all parent club presidents for further dissemination to their members
- Sell your product at the AOG Presidents Meeting on Thursday of P/W
- Sell your product at the Information Fair on Friday of P/W
- Contact your local & state AOG groups to market your new product

Additional help:

Shayna Flash - Georgia Parent's Club Merchandise Chairperson

- Shay143@aol.com, 404-357-0022