

Local Licensing Vendor Application Instructions

1. Download special Kansas local vendor application from the [Kansas 4-H website](#) – we worked with K-State Licensing and Learfield Licensing to develop a unique application for Kansas businesses partnering with 4-H.

2. Product Samples

Product samples are requested of each item you intend to produce the co-wordmark on to ensure product quality and quality of the screenprint/embroidery, etc. K-State has an agreement that the brand will not be produced on Under Armor or Adidas.

3. Application fee – The application fee for Kansas local business is \$100 annually. The advanced royalty fee has been waived.

4. Marketing Plan – It is sufficient to simply state that you plan to fulfil orders for the local 4-H program.

5. Liability Insurance – Please follow the instructions provided in the application. If you have a specific question, please call Learfield Licensing, (317) 669-0808.

6. Page 6

Select the license type – The only option for Kansas local businesses is the Standard License.

Select the license application – On the unique application, the single school license has been crossed out and replaced with K-Sate Local License, please select that box

Company Information – must complete that portion

7. Page 7

Company contact information – please complete to the best of your ability. If you do not have individual primary contacts for sales, marketing, artwork, etc. simply put NA

8. Page 8 – Answer to the best of your ability.

9. Page 9 – Answer to the best of your ability. If you select something other than local distribution, you may not qualify for the Kansas local business application fee. Please answer honestly.

10. Page 10

Answer to the best of your ability. Select “No” for “Do you plan to sell to Department(s) on campus?”

Please answer the Social Responsibility section to the best of your ability. You will not be penalized if you cannot complete these section, it is waived for Kansas local businesses.

11. Page 11

For Collegiate References, please list Kansas State University, Tami Breymeyer, Director of Trademark Licensings, 785-532-6269, tbreymeyer@kstatesports.com

Simply put NA for University Organization

Customer and Bank reference sections must be completed

K-STATE
Research and Extension



12. Page 12

This page must be completed for EACH item you intend to use the K-State Research and Extension/4-H cobrand on. For example, if you plan to produce t-shirts, ball caps, and bags with the co-brand, than there should be three of these pages completed and a sample of each un-branded product be sent to Learfield Licensing for product quality assurance.

Additional items can be added at any time and only this page is needed once you have become a licensed vendor.

13. Page 13 – sign

Mail completed application, application fee check (\$100), product samples and marketing plan (simply state that you plan to fulfill local 4-H orders) to:

Learfield Licensing Partners, LLC ATTN: License Application

8900 Keystone Crossing, Suite 605

Indianapolis, IN 46240

For questions regarding application, please call Learfield Licensing, 317-669-0808.

