

POLICY PROCEDURES FOR CAMPS TO USE EXISTING ATHLETIC MARKS

If a varsity sport operates a camp program wishes to use official University of Georgia Athletic Association marks and logos, the following procedures must be followed:

1. The varsity sport/camp should submit all marks in its form of usage (print, banner, signage, etc.) prior to any production, to the Associate Athletic Director for External Operations. This includes all marketing and web registration materials.
2. All camp programs interested in using the Athletic Association marks and logos may be permitted upon approval; however, the following guidelines must be followed:
 - The camp must be officially approved for operation through the University of Georgia Athletic Association Compliance Office.
 - The camp may not use any University of Georgia Athletic Association marks and logos on marketing materials or any other merchandise if a sponsor is listed in any way.
 - The camp may not use any University of Georgia Athletic Association marks and logos on merchandise, apparel or any other products that are to be sold or vended, unless the products are purchased through an official licensee of the University of Georgia. All licensees will be subject to normal royalties. (Camps may obtain a list of official licensees through the UGAA External Operations Office)
3. If it is the intention of the camp to use the merchandise as promotional materials, give-aways, or for the sole use of people within their organization, the External Operations office will provide the camp with a letter to the vendor/manufacturer allowing the merchandise to be produced “royalty free.” All merchandise or logo bearing items given to campers as a part of their normal registration fee is not subject royalties. All designs using UGAA marks and logo are subject to approval by the Office of External Operations.

