

PROMOTIONAL MATERIALS



Overview

To ensure the College and University brand remains strong and recognizable, promotional materials must be purchased by the University's approved vendors. Creative Services may help with these projects by recommending products, and by sending approved logo and branding materials to the vendor to ensure we are meeting the brand standards of the University. Note that each order goes through a vetting process with the University of Kentucky Public Relations office, and therefore we need to ensure we are in line with both vendors and branding.

Departments may make purchases of promotional items from the seventeen contracted suppliers below.

Approved Vendors, with Sales Representative, as of September 12, 2022:

UK-1837-18A Advertising Specialties
Sadie Lathan Lisa Parke
sales@adspecslex.com

UK-1837-18J Standard Buying Services (SBS)
Jamison Hannigan
jamison@sbspromo.com

UK-1837-18B Team One
Chad Guance
sgaunce@team1promo.com

UK-1837-18K 4Imprint
John Lord
jlord@4imprint.com

UK-1837-18C Ad-Venture Promotions
Cathy Stafford
cathy@ad-venturepromotions.com

UK-1837-18L Voluforms
Paula Redford
Paula.redford@s-gfx.com

UK-1837-18D Marketing Tools
John Kugler
kuglerj@mtitools.com

UK-1837-18M Club Colors Buyer LLC
Lindsey Purcell
lpurcell@clubcolors.com

UK-1837-18E BWM Global
Clayton Seno
cseno@bwmglobal.com

UK-1837-18N Albreco, Proforma Albrecht & Co
Carl Albrecht
carl@albrechtco.com

UK-1837-18F Promotional Products Plus (P3)
Barry Mitchell
barry@p3promoproducts.com

UK-1837-18O Underground Printing
Rishi Narayan
ugpLX@undergroundshirts.com

UK-1837-18G Progressive Marketing
Larry Jakobi
ljakobi@progressivemarketing.com

UK-1837-18P APS Communications
Heather Arrasmith
heather@apscommunications.com

UK-1837-18H The Branding Society
Alexandra Acree
info@thebrandingsociety.com

UK-2103-21 JAM Distribution LLC
Jeff Rider
Jeff.rider@ancpromotions.com

UK-1837-18I Golden Star Promotions
Joanne Kouris
sales@goldenstarpromotions.com

■ Materials Request

	Task	Completed By	Timeline
1	E-mail Creative Services (chs.creativeservices@uky.edu) if needed for a list of approved vendors, design help, approved logos, and/or help selecting promotional items.	Requester	Refer to Project Timelines section below
2	Creative services will respond to request with requested information.	Creative Services	
3	If design services are needed, the project will take longer to complete. See Design Materials and Branding.	Creative Services	Refer to Project Timelines section below
4	Requester will need to put in Business Order with the Business Order System and place order with the vendor.	Creative Services	
5	Creative Services will continue communication until ordering is complete.	Creative Services	

Projected Timelines

Task	Notes	Timeline
E-mail consult / request	Examples: help selecting vendor/promotional item, approved logo	2-3 business days
Design Materials needed	Examples: T-shirt Design, design other than logo. See Design Materials and Branding.	3-10 business days depending on scope of project.