**Annual Vendor Partner Program Proposal Details**

Annual Vendor Partners (AVPs) are required to create an offering that consists of a specific benefit exclusive to ICBA Member Stores. As part of your proposal for products or services for the AVP Program, and in order to assess the value of your ICBA program offering, please complete the following document in as much detail as possible. If a detail is not applicable, enter “N/A” in the field. If ICBA terms are the same as Standard terms, enter details in both columns.

Please complete proposal forms & submit via email to: [DeniseWalsh@ICBAinc.com](mailto:DeniseWalsh@ICBAinc.com) & [MitchellPreske@ICBAinc.com](mailto:MitchellPreske@ICBAinc.com)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Company** | |  | | |
| **Order Address** | |  | | |
| **Order Phone** | |  | | |
| **Order Email** | |  | | |
| **Website** | |  | | |
| **Social Media Sites** | |  | | |
| **Value Proposition for ICBA Member Stores**  Please specify *exclusive* ICBA benefits only. Offer cannot be a temporary or seasonal offer given to other retailers. | | | | |
| Discount on entire line | | Specify |  |
| Discount on some items | | Specify |  |
| Better Terms | | Specify |  |
| Reduced Minimums | | Specify |  |
| Advertising Co-op/ Markdown Dollars\* | | Specify |  |
| Direct to store rebate | | Specify |  |
| Other incentives | | Specify |  |

\*Attach policies if available.

**Price Proposal for ICBA Member Stores**

Our promise to ICBA Member Stores is that ICBA Programs will be unsurpassed in the college industry. Please verify that prices and terms quoted as part of your program proposal are “better than,” “equal to,” or “lesser than” other offerings you provide to the college market (including all discounts, incentives, promotions, concessions, etc.):

* Proposal pricing and terms are  **BETTER THAN**   **EQUAL TO**  **LESSER THAN** what you would offer to any individual store?
* Proposal pricing and terms are  **BETTER THAN**   **EQUAL TO**  **LESSER THAN** what you would offer to any organized group of stores?
* Proposal pricing and terms are  **BETTER THAN**   **EQUAL TO**  **LESSER THAN** what you would offer to any lease operator(s)?
* Are prices fixed for the contract year February 1, 2024 – January 31, 2025?  **YES**  **NO** – If NO, ICBA requires a 60–90-day advance notice of price changes to ICBA and our Member Stores.

**Program Terms & Policies** **ICBA** **Standard**

|  |  |  |  |
| --- | --- | --- | --- |
| Payment Terms |  |  |  |
| Minimum Order ($ or units) |  |  |  |
| Freight Terms (contiguous US) |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Program Terms & Policies Cont.** | **ICBA** |  | **Standard** |
| Freight Terms (Alaska & Hawaii) |  |  |  |
| Shipping Location(s) Warehouse(s) |  |  |  |
| Lead Time Stock Product |  |  |  |
| Lead Time Custom Product – new art |  |  |  |
| Lead Time Custom Product – reorders |  |  |  |
| **Other Terms** | **ICBA** |  | **Standard** |
| Defective Products Policy |  |  |  |
| Tech Product Price Protection Terms |  |  |  |
| Stock Rotation or Stock Balancing |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Complete if offering is available to CA** | **ICBA Canadian Stores** | |  | | **Standard Canadian Stores** | | |
| Canada Minimum Order |  | |  | |  | |
| Canada Freight Terms |  | |  | |  | |
| Canada Textile Labeling Act compliant? |  | |  | |  | |
| Bi-lingual packaging? |  | |  | |  | |
| Other Terms specific to Canadian Members |  | |  | |  | |
| **Custom Imprinted Products T&C** | **ICBA** | |  | | **Standard** | |
| Licensed with CLC/IMG/Learfield &/or other collegiate licensing agents? | |  | |  | |  | |
| Custom Barcoding Available? | |  | |  | |  | |
| Barcode Additional Charges? | |  | |  | |  | |
| Pre-pricing Available? | |  | |  | |  | |
| Pre-pricing Additional Charges? | |  | |  | |  | |
| Are Royalties included in quoted prices? | |  | |  | |  | |
| How are Royalties charged? | |  | |  | |  | |
| Art, tape, setup, decorating charges? | |  | |  | |  | |

Annual Vendor Partner (AVP) Support Materials

Our most successful AVP partnerships include a shared commitment for *sell-through* with opportunities to enhance the relationship between Member Store and Vendor Partner with marketing and merchandising support. As part of your proposal, please send information on sales aids available to ICBA Member Stores. We welcome additional documentation and concepts that would help promote your products to customers. Please attach policies if available.

* Web-ready images for ecommerce retail
* Social media marketing support
* Marketing templates
* Planograms
* Fixtures, displays, point-of-purchase, and/or other sales aids
* Advertising co-op
* Markdown Dollars
* Retailer stocking incentives, retail display allowances, margin-builders etc.
* Consumer incentives including coupons, gift-with-purchase, BOGO, or other incentives
* Sample Products

Additions to Annual Vendor Partner (AVP) Proposal

Please attach the following items as part of your proposal.

* Price Proposal Spreadsheet: Include your specific product/service information and offerings with pricing for ICBA Members. Include date range that the pricing is available plus relevant columns with applicable details, such as:
* Style #s
* Descriptions
* Colors available
* Sizes available
* UPC codes
* Size upcharges
* Unit of measure
* Case packs sizes
* Minimum order per item
* Quantity in display
* Decorated/custom pricing
* Decorated minimums
* Tiered volume pricing
* Standard pricing
* ICBA pricing
* About Your Company & About Your Offer: Help position your AVP Program by providing us with an introduction document (250-350 words or less) to describe your company and the value proposition of your program for ICBA Members.
* Sales Representation: Please provide and attach contact information for territories, representatives, and customer service people. We expect AVPs to be proactive in their outreach and service to ICBA Member Store Buyers.
* Logo, Product Photos, & Catalogs: As part of your proposal, please include a JPG of your company logo for our use in promoting your offer. If available, please provide ICBA access to your secure retailer wholesale website or link to your online catalog. Other items that may be submitted with your proposal include the following:
* Promotional or educational videos
* Educational product knowledge
* Case studies
* Links to additional resources
* Product photos (JPG)
* Catalogs
* Sell sheets (JPG or PDF)
* Promotional or informational flyers (PDF)

Additional Benefits to Annual Vendor Partners (AVP)

Show Specials at ICBA Conference

For AVPs that exhibit at the Annual ICBA Conference & PRIME*time* event, ICBA will promote your Show Specials to ICBA Member Stores. ICBA will contact Exhibitors prior to the Conference with additional details.

ICBA Advance Commitment Program: The SOURCE Program

If your company can provide high-volume, everyday products suitable for advance commitment or pre-booking at greatly reduced pricing, contact ICBA for additional information on The SOURCE Apparel & Supplies Programs.

**Questions? Contact:**

A picture containing person, person, smiling, wall

Description automatically generated



Denise R. Walsh Mitchell Preske

Vice President of Programs & Services Vendor Programs Manager

P: 630-240-8882 P: 312-767-5506

[DeniseWalsh@ICBAinc.com](mailto:DeniseWalsh@ICBAinc.com) MitchellePreske@ICBAinc.com