

# T-Shirt Funding Cheat Sheet

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## Details and regulations for purchasing t-shirts with SOOF/SGOF/Mandatory Student Fees

See SOOF FAQ or your SOLE advisor to clarify further questions.

1. T-shirts may **not** be purchased to advertise specific programs or events (i.e., have a date or title of a specific event). T-shirts can only be purchased as advertisement for an **organization as a whole**, or to identify volunteers/staff at an event or program. You want to be able to use your t-shirts multiple times throughout the year as only one t-shirt design will be funded by USAC per group/per year.
2. T-shirts funded partially or fully by USAC must be purchased **on-campus from Bruin Custom Print** (A-level Ackerman Union, [custom@asucla.ucla.edu](mailto:custom@asucla.ucla.edu)) or **off-campus from an ASUCLA Licensed Dealer** (see the list here: [http://legacy.asucla.ucla.edu/licensing/licensees\\_campus.pdf](http://legacy.asucla.ucla.edu/licensing/licensees_campus.pdf)).
3. Student groups must follow all trademark and licensing guidelines when using the UCLA name, logo, or seal. USAC will not be held liable for any repercussions due to trademark misuse (see the guidelines here: <http://legacy.asucla.ucla.edu/licensing/trademarkuse.asp>).
  - a. Note that using the UCLA name, logo, or seal may delay the delivery of t-shirts as licensed dealers must have the request approved through UCLA's Trademark Office before distribution.
  - b. The staff of **Bruin Custom Print** is trained in the proper use of all UCLA name/logos/seals and will work with the UCLA Licensing office on your behalf in order to facilitate and speed up the approval process
4. USAC will only fund **one (1)** t-shirt design per group/per academic year.
5. T-shirts funded partially or fully by USAC must include "Paid for by USAC" and must include the USAC logo (minimum dimensions: 3" tall) (download the logo here: <http://www.usac.ucla.edu/funding/sgausaclogos.php>).
6. T-shirts are the only eligible item of clothing USAC will consider funding through the SOOF Advertising line item; other items such as sweatshirts, jackets, pants, sunglasses, socks, etc., are prohibited.
7. Content on T-shirts should be respectful in nature, using appropriate language, images, and messaging.
  - a. Groups must submit an example of the front and back of their T-shirt design with their application and with their requisition form in order to be granted funds.
8. Don't forget to include sales tax in the total cost.
9. If all guidelines are not met, funds for T-shirt advertising will not be considered.
  - a. It is strongly recommended that groups use a Purchase Order when requesting payment for T-shirts to ensure the shirt will be approved before payment.