



GOV
UP!

AP **Austin Peay**
State University
CLARKSVILLE  TENNESSEE

WELCOME TO GOV UP

Austin Peay's Community Partner Program

Gov Up is an energetic Austin Peay State University initiative that connects local businesses with the Gobs community, amplifying your reach and championing university pride across the region. As a Gov Up partner, you join a highly visible, values driven network that supports local commerce and rallies Governor spirit.

What Gov Up Means For Our Community

- **Economic uplift:**

We believe in buying local. Gov Up channels APSU energy and events into nearby storefronts and makers.

- **Authentic APSU experiences:**

Fans discover unique, APSU branded goods crafted and/or marketed by people who live and invest here.

- **Inclusive engagement:**

Whether you're a boutique, a food partner, or a first time maker, there's room to join, learn, and grow with resources and templates that make branding easy.

What Gov Up Means for Your Business

- **APSU Brand Access**

Use approved APSU logos and plug and play templates.

- **Spirited Collaborations**

Join university backed campaigns and promotions.

- **Get Discovered**

Expand your business' reach with students, alumni, families, and fans on campus, online and around the community. Your business will appear in official university directories, spotlights, and event activations—driving real foot traffic and sales.

Why Become a Licensed APSU Vendor?

Ad Value Equivalency You Receive

Becoming an officially licensed vendor of Austin Peay State University gives boutiques, makers, and food partners access to a marketing value that far exceeds the \$200 application fee.

APSU Local Vendor Map & Website Directory

\$400-\$900 value

Placement on APSU's official vendor map and shopping guide used by students, alumni, parents, and campus visitors.

Gov Up! Spotlight

\$250-\$750 value

Showcase handcrafted goods directly to APSU fans in a high-traffic shopping environment.

Social Media Spotlights

\$750-\$1,250 value

Features across APSU, athletics, and alumni channels—equivalent to sponsored social campaigns.

Newsletter Mentions

\$600-\$1,500 value

Exposure in newsletters reaching approximately 30-50K APSU supporters and alumni.

Gov Up! Campaign Participation

\$300-\$750 value

Inclusion in university-backed local business promotions, events, and markets.

Use of APSU Branded Products

APSU branding significantly increases the appeal and sales of boutique and handcrafted goods.

Proud Sponsor Sticker for Business Window

\$25 value

A sticker showing all your customers and the community that you are a proud sponsor of APSU to help drive business and mark you as a local licensed vendor.

Digital Logos for Social and Web

Digital Gov Up! logos to use on social media and your website to show your partnership.

Templates for Flyers, Social, and Signage

Templates you can use for flyers, social media posts, or signage in your store and on your website.

APSU Event Calendar

You will receive a calendar of all major APSU events, including Homecoming and athletics schedules, so you know when to be prepared for above average foot traffic.

Early Access to New APSU Designs

You will receive early access to new APSU designs so that you can be sure you are selling the latest APSU merch.

Total Estimated Annual Value: \$2,325 - \$5,175+

All of these benefits are included with a \$200 licensing application fee.

Sample Advertisement Section

Newsletter Mention

Alumni Newsletter

Gov News



Health Professions Building welcomes first students

Future nurses, radiologic technologists, and medical laboratory scientists are now training side-by-side in Austin Peay State University's Health Professions Building, which opened this semester and aims to mirror real-world healthcare teams.

[Read more here!](#)

Vendor Spotlight



Vendor Spotlight



10% off this hat until 1/1/26

Social Media Spotlight



Gov Up! Spotlight

GOVS FAN SHOP

VENDOR SPOTLIGHT



AUSTIN PEAY

GOVERNORS

Become an Official APSU Licensed Vendor

Getting Started

- The first step in the application process is to create a Gateway account (affinitylicensing.com/signup). A few days following your submission you should see an e-mail that allows you to login to your Gateway account (check spam if you don't see it).
- Once you have access, you will be able to choose the clients who you would like to hold a license with by clicking Licenses in the Gateway and then, the "Apply for License" button. That allow you to input business history and operation information, categories in which you would like to hold the license (i.e. t-shirts, pins, hats, etc.), and you will be able to submit your COI and payment for the application fee.
- Once holding a license, you will submit product designs through the Gateway to request approval from APSU prior to production.

Financial Commitment

- The application fee is \$200 per client selected.
- The minimum insurance requirement on the COI is \$1M in general liability insurance with Affinity and its clients listed as additional insured (if you simply replicate the sample COI, that will be the easiest route to take).
- The standard royalty rate for Austin Peay is 12% of gross sales (the minimum is \$50 which is paid after the school's 4th quarter of each year - after June 30 - if that minimum is not achieved). Royalties do not apply for any items that are purchased by the University and will not be resold.

Reporting

You'll report your quarterly sales for both royalty-exempt items (such as products purchased by the University for internal use) and royalty-bearing items (those sold through retail channels like the bookstore, team stores, or your own website). For retail items, you'll report the wholesale cost for products sold to businesses and the retail sales for items sold directly on your website.

Contact for more information: Jana Gilbert
Senior Director of Brand and Creative Operations | gilbertj@apsu.edu | 931-221-7210



The LICENSING APPLICATION PROCESS



1

REGISTER FOR AN AFFINITY GATEWAY ACCOUNT

This is the online portal used to manage the licensing process.

2



SUBMIT THE ONLINE LICENSING APPLICATION

Once we've approved your account registration and you have logged in to the Gateway, click on "Licenses" and then "Apply Now".



3

PAY THE APPLICATION FEE(S)

Non-refundable. Payment can be made online via ACH or credit card.

4



UPLOAD YOUR CERTIFICATE OF INSURANCE (COI)

The minimum coverage required is a \$1 million comprehensive general and product liability policy with Affinity and our clients included as additional insured. Certain high risk product categories may require a higher coverage limit.



5

MAIL PHYSICAL PRODUCT SAMPLES

You will be provided with the mailing address after submitting your application. These samples need to be representative of the quality of the final product, but they do not need to be specific to our clients.

6



SIGN THE LICENSE AGREEMENT(S)

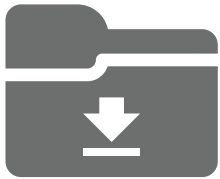
Once your completed application has been reviewed by our team, you will receive notification when the License Agreement(s) are ready for you to sign electronically. After you sign, it is automatically sent to the licensor for approval and countersignature.

*Other information may be required to complete your application such as Fair Labor Association membership if required by the licensor.

AFTER YOU HAVE BECOME LICENSED



**ORDER HOLOGRAM
LABELS AND/OR HANG TAGS**



ACCESS OFFICIAL BRAND ASSETS



**SUBMIT PRODUCT
DESIGNS FOR APPROVAL**



**REPORT YOUR SALES AND PAY
ROYALTIES ON A QUARTERLY BASIS**

All licenses renew annually on July 1. The full list of licensing fees can be accessed at <https://affinity-gateway.com/licenses/fees>.

This is a summary of the licensing requirements, but all licensees are expected to read the License Agreement completely for the full terms.



