BIG TEN LICENSE
The Big Ten will implement the same policy as last year as to when regular season champion products can be sold by retailers. It can’t be made available to the public until Purdue Athletics has conducted the on-court presentation of the official Big Ten regular season champion product. Erika Austin will continue to communicate Athletics’ plans for the in-court presentation as we move closer to the end of the season.

ACADEMIC CO-BRANDS
Effective February 5, 2018, ALL Purdue academic lockup logos only (not athletic marks) will be phased out, and the current Purdue co-brands will be slightly modified. All new orders placed after February 5, MUST include the co-brand in its new form, and discontinue use of academic lockup replacing the word “University” in the Purdue Signature Mark. This also includes product that will be placed on individual department and colleges online stores. The current product can continue to be sold as this only applies to new orders.

All co-brand logo files must come directly from Purdue Internal departments and colleges. Only official Purdue designees will have access to request and create these logos, so when going through the ordering process, please requests the logos directly from your customer. Licensees should NOT create these logos for any products. Please contact Erika Austin at elaustin@purdue.edu if you have any questions. Refer to page 3 for the Purdue brand updates.

NEW RETAILER
A popular new retailer has sprouted in West Lafayette and Broad Ripple, IN. Its name is Dawson and Daisy ([https://dawsonandddaisy.com). It is a women’s-style boutique that carries apparel, non-apparel and home décor type of items. We have reached out to them requesting that they carry officially licensed Purdue product as we have noticed some unlicensed items. We hope our Purdue licensees can help educate them on how to carry licensed product in their store. Please let Erika Austin know if you have any questions.
2018 PROMOTIONAL MEN’S BASKETBALL SCHEDULE

FEB. 7 VS. OHIO STATE

Brian Cardinal Bobblehead Giveaway

There will be a free Brian Cardinal bobblehead to the first 2,000 fans.

FEB. 18 VS. PENN STATE

Biggie’s Back

Help us welcome our most recent All-American, Caleb Swanigan as we celebrate his banner in Mackey.

1980 Final Four Reunion

The 1980 Final Four team will be welcomed at halftime.

FEB. 25 VS. MINNESOTA

Senior Day

We will be celebrating the 4 seniors postgame.

Epilepsy Foundation Fundraiser

Purdue Basketball will raise money for the Epilepsy Foundation on the concourse pregame.

RESERVE THE DATE


2018 PROMOTIONAL WOMEN’S BASKETBALL SCHEDULE

FEB. 8 VS. MINNESOTA

WBB T-Shirt Giveaway

The first 500 fans will receive a free women’s basketball t-shirt.

FEB. 12 VS. INDIANA

Boilermaker Blackout

Fans are encouraged to wear black as Purdue takes on the Hoosiers. The first 1,000 fans get a free black Mackey 50th Anniversary t-shirt.

Greek Challenge

Students in Purdue Greek life are invited to come out and support this game. The house that brings the most members will win $1,500 towards their philanthropy.

FEB. 21 VS. ILLINOIS

Battle of the Bands

Middle school and high school bands are invited. The band that sells the most tickets will get to perform on the court at halftime.

FEB. 24 VS. MICHIGAN STATE

National Girls and Women in Sport Celebration

Female athletes form other teams will teach skills related to their sports in Holloway Gymnasium

Senior Night

Senior Andrenona Keys will be honored after the game.

FEBRUARY SOCIAL MEDIA CALENDAR

Please see below our social media marketing lineup for February. We will highlight Purdue licensed product for each of these campaigns as promotions and giveaway items to our followers.

If you want to donate product for any of these campaigns, please send the items to Erika Austin one week prior to date of campaign. Please email Taylor at trademarklicensing@purdue.edu if you have questions.

Feb. 2 - Hammer Down Cancer Wrestling Match vs. Michigan State - We will be marketing Hammer Down Cancer product.
Feb. 7 - MBB Game vs. Ohio State - We will be marketing Purdue Basketball product.
Feb. 7 - #FreeHatWednesday
Feb. 8 - WBB T-shirt Giveaway Game vs. Minnesota - We will be marketing Purdue Women’s Basketball product.
Feb. 9 - Mackey Wrestling Match vs. Northwestern - We will be marketing Purdue Wrestling product as well as Mackey's 50th Anniversary product.
Feb. 12 - WBB Blackout Game vs. IU - We will be marketing Purdue Women’s Basketball product as well as "Beat IU" product.
Feb. 13 - #FreeHatWednesday
Feb. 7-14 - Valentine’s Day - We will be marketing Valentine's Day gifts throughout this week.
Feb. 18 - MBB Game vs. Penn State - We will marketing Purdue Basketball product.
Feb. 20 - #FreeHatWednesday
Feb. 18-24 - National Engineers Week - We will be marketing Purdue Engineering product throughout this week.
Feb. 24 - WBB Senior Night Game vs. Michigan State - We will be marketing Purdue Women's Basketball product.
Feb. 25 - MBB Senior Day Game vs. Minnesota - We will be marketing Purdue Men's Basketball product.
Feb. 27 - #FreeHatWednesday
The Motion P may be used by academic units on promotional items. The protected area around the mark must be clear of any words or graphics, and it cannot be paired with the Signature Mark or new co-brand logo.

**examples**

**OLD Academic Lockup**  
Do not use after 2/5/18

**OLD Academic Lockup with Co-Brand**  
Do not use after 2/5/18

**New Vertical Co-Brand Logo**  
for the College of Health and Human Sciences

**New Double Tier logo**  
for the College of Health and Human Sciences / School of Health Sciences