



## Trademarks and Licensing

**DECEMBER 2019/JANUARY 2020 NEWSLETTER | ISSUE 24**

*Happy Holidays*   
**FROM PURDUE TRADEMARKS & LICENSING**

### **2019 Men's Basketball Promotional Schedule**

**December 4** vs. Virginia: T-Shirt Game

**December 8** vs. Northwestern: Big Ten Home Opener

**January 24** vs. Wisconsin: Hammer Down Cancer

**February 22** vs. Michigan: Brad Miller Bobblehead Giveaway

**February 27** vs. Indiana: Boilermaker Blackout

**March 7** vs. Rutgers: Senior Day

### **2019 Women's Basketball Promotional Schedule**

**December 18** vs. Western Kentucky: Education Day

**December 21** vs. Bowling Green: Ugly Christmas Sweater T-Shirt Giveaway

**December 31** vs. Wisconsin: Tote Bag Giveaway

**January 5** vs. Rutgers: Special Olympics Day

**January 16** vs. Illinois: T-shirt Thursday

**January 19** vs. Minnesota: Community Night

**January 26** vs. Penn State: Shereka Wright Bobblehead Giveaway

**February 3** vs. Indiana: Boilermaker Blackout

**February 9** vs. Iowa: Beat Cancer Pinkout & Rally Towel Giveaway

**February 20** vs. Michigan State: Trapper Hat Giveaway

**February 20** vs. Ohio State: Senior Day & Tote Bag Giveaway

## Calling all headwear producers!

#FreeHatWednesday is the staple social media program of @RepPurdue. Unfortunately, however, we are experiencing a shortage of new Purdue hats and other items to share with our followers. If you are interested in donating product to be a part of this program, please contact Rachel Gerdes at [gerdesr@purdue.edu](mailto:gerdesr@purdue.edu).

## Artwork Approvals

Please make sure you are submitting all artwork for approval through BrandManager360. Contact Erika Austin at [elaustin@purdue.edu](mailto:elaustin@purdue.edu) with any questions about the art approval process and approval system.

## Sports Licensing and Tailgate Show 2020

Erika Austin will be attending the 2020 Sports Licensing & Tailgate Show from January 16-18, 2020 in Las Vegas. If you will also be attending and would like to set up a meeting, please email Erika at [elaustin@purdue.edu](mailto:elaustin@purdue.edu).

## New Brand Campaign

A new brand campaign is launching for Purdue's West Lafayette campus on January 30, 2020. A new identity mark will be a part of the launch. Details are to follow as soon as we receive brand assets from our agency along with clear guidelines to review.

# DECEMBER 2019

## @REPPURDUE SOCIAL MEDIA CALENDAR



**December 1** – We will be holding a Purdue ugly Christmas sweater Tweet-to-win giveaway.

**December 4** – #FreeHatWednesday – Every Wednesday, @RepPurdue does a “Free Hat Wednesday” giveaway where Twitter users are encouraged to follow and retweet for a chance to win a free cap.

**December 8** – Men’s Basketball Big Ten Home Opener – We will be promoting Purdue basketball merchandise.

**December 9** – Still looking for the perfect gift? We will be promoting popular Purdue gifts from Purdue Team Store.

**December 11** – #FreeHatWednesday

**December 14** – #SockItToEmSaturday – One Saturday each month @RepPurdue will be holding a Tweet-to-win giveaway for a pair of Purdue socks from FBF Originals.

**December 18** – #FreeHatWednesday

**December 21** – We will be promoting Purdue alumni product and diploma frames, etc. for December graduates.

**December 25** – #FreeHatWednesday

Please contact Rachel Gerdes at [gerdesr@purdue.edu](mailto:gerdesr@purdue.edu) if you are interested in donating product for any of these campaigns!

# JANUARY 2020

## @REPPURDUE SOCIAL MEDIA CALENDAR



**January 1** – #FreeHatWednesday

**January 8** – #FreeHatWednesday

**January 12** – National Pharmacist Day – We will be promoting Purdue College of Pharmacy product from Purdue Team Store.

**January 13** – Classes are back in session! We will be promoting outerwear from Purdue Team Store.

**January 15** – #FreeHatWednesday, National Hat Day

**January 22** – #FreeHatWednesday

**January 25** – #SockItToEmSaturday

**January 29** – #FreeHatWednesday

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