



**INDIANA UNIVERSITY**  
**PURCHASING DEPARTMENT**

**Request for Proposal**

**For**

**IU Licensing & Trademarks Management**

**RFP-PRO-1751-2025**

**Final response due no later than**

**5:00 pm Eastern Time on March 31<sup>st</sup>, 2025**

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**Issued by:**

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Issued: 3/4/25

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## **B. Purpose**

Indiana University desires to contract with a company to market and license Indiana University's logos, marks, and verbiage (Trademarks). The contractor will act as Indiana University's exclusive agent to license the use of Indiana University's trademarks in the marketing of various merchandise articles and the associated marketing of Indiana University through licensed products. The contractor will also act as Indiana University's exclusive agent to license the use of trademarks in such a manner as to preserve the integrity, character, and dignity, as well as maintain and protect the reputation, of Indiana University. The intent of this Request for Proposal (RFP) and the ensuing process is to provide suppliers with the information, requirements, and specifications necessary for the preparation of a professional and comprehensive proposal. Specific terms and conditions are outlined.

Selection of the successful suppliers will be based upon a variety of factors such as:

- Financial Considerations - Overall Financial Impact
- Brand Marketing - Expansion of the University's Brand
- Agency Qualifications – Improving Program Performance
- Ability for Agency to Protect the University's Brand
- Other incentives

\*The above criteria are listed in order of importance.

As used within this RFP, "Participant" shall refer to those companies receiving and responding to this RFP. "Supplier" shall refer to the successful Participant of the process. "University" shall refer to Indiana University.

## **C. Background**

Indiana University is one of the largest universities in the nation. Founded in 1820, Indiana University is a public, multi-campus, state-supported educational institution with undergraduate and graduate full-time equivalent students from throughout the U.S. and the world exceeding 88,000. It has more than 21,000 faculty, professional and support staff that support its educational, research and public service missions. IU has approximately 800,000 living alumni with 103 distinct alumni chapters world-wide.

For more general information about the institution, please visit the institution's home page at

<https://www.iu.edu/>.

#### **D. Proposal Instructions and Conditions**

Reference Prerequisites Section within BUY.IU/Jaggaer RFP – Proposal Instructions and Conditions

All questions and inquiries regarding this document should be submitted via the JAGGAER Supplier Portal. If you experience issues, please contact **John Bodle**, *Strategic Sourcing Manager*, at [jbodle@iu.edu](mailto:jbodle@iu.edu). EXCEPT FOR CASES AUTHORIZED IN WRITING BY JOHN BODLE, DURING THE DURATION OF THIS RFP PROCESS, THROUGH SELECTION AND NOTIFICATION, ANY COMMUNICATION BY PARTICIPANTS WITH INDIANA UNIVERSITY STAFF OTHER THAN JOHN BODLE MAY RESULT IN IMMEDIATE REJECTION OF THAT PARTICIPANT. Questions regarding this RFP should be submitted through the Q&A Board within the BUY.IU/Jaggaer RFP. Questions asked after the deadline may not be answered.

Please note that all prerequisites must be agreed to before a proposal can be submitted. Any requested edits to the prerequisites can be submitted as an addendum to the participant's proposal. If needed, negotiations related to the language in the prerequisites will occur before an award is made.

#### **E. Event Schedule**

<b>ACTIVITY</b>	<b>DATE</b>
Request for Proposal issued	3/4/25
Participants' questions concerning the proposal must be received no later than 5:00 pm Eastern Time.	3/18/25
Indiana University response to participant questions will be provided by 5:00 pm Eastern Time. If the information is related to substantive content of the RFP, then clarifications will be posted publicly within BUY.IU/Jaggaer for all participants of the RFP.	3/24/25
Proposals due by 5:00 pm Eastern Time	3/31/25
On-site presentations at Indiana University will be scheduled as deemed necessary by the University.	4/10-11/25
Proposal clarifications and negotiations	Through 4/25/25
Selection of supplier on or about	5/1/25
Goal for service to begin	7/1/25

## **F. Statement of Needs**

### **Objectives:**

Indiana University desires to contract with a company to market and license Indiana University's logos, marks, and verbiage (Trademarks). The contractor will act as Indiana University's exclusive agent to license the use of Indiana University's trademarks in the marketing of various merchandise articles and the associated marketing of Indiana University through licensed products. The contractor will also act as Indiana University's exclusive agent to license the use of trademarks in such a manner as to preserve the integrity, character, and dignity, as well as maintain and protect the reputation, of Indiana University.

### **Scope of Work:**

Indiana University's licensing program includes the flagship AAU-member campus in Bloomington, the urban R1 campus in Indianapolis, the IU School of Medicine, five regional campuses in South Bend, Kokomo, Gary, New Albany, Richmond, two education centers in Ft. Wayne and Columbus, and IU Online. For all nine Indiana University campuses and IU Online, Indiana University desires to contract with a company to market and license Indiana University's logos, marks, and verbiage (Trademarks). The contractor will act as Indiana University's exclusive agent to license the use of Indiana University's trademarks in the marketing of various merchandise articles and the associated marketing of Indiana University through licensed products. The contractor will also act as Indiana University's exclusive agent to license the use of trademarks in such a manner as to preserve the integrity, character, and dignity, as well as maintain and protect the reputation, of Indiana University.

The agency shall require each licensee to have product liability insurance covering any licensed product that will indemnify and hold harmless Indiana University from any product liability action. The agency shall also provide, following award and before the actual commencement of the agreement, a certificate of insurance that indemnifies Indiana University on an annual basis.

The university retains final approval on which companies are licensed, and which products are allowed to use their trademarks.

### **IU Licensing and Trademarks Data:**

- 300 Licenses affiliated with Indiana University
- Annual sales revenue of approximately \$22 Million
- Standard royalty rate of 14-16%
- Royalty History
  - FY20 \$2,256,000
  - FY21 \$2,090,000
  - FY22 \$2,406,000
  - FY23 \$3,693,000
  - FY24 \$3,317,000

## **G. Terms & Conditions**

Reference Prerequisites Section – Terms and Conditions & Minimum Insurance Requirements

## **H. Proposal Response**

Please respond by completing the following within the BUY.IU/Jaggaer system:

- 1) Enter responses to all questions and complete the Non-Collusion/Supplier Diversity/Federal Debarment/Sustainability form and attach it within the Prerequisites section.
- 2) Upload your detailed proposal response documents in the Supplier Attachments section.
- 3) Enter responses to all questions posed in the Questions section.
  - a. Please provide additional detail regarding these questions in your written proposal response.
- 4) Submit your completed proposal within the BUY.IU/Jaggaer system by the Proposal due date and time listed in Section E. Event Schedule.