

Promotional Products & Services Program Overview

Generating Success through
Collaboration with OMNIA
Partners



Cathy Gooderham: UCLA (Project Manager)

Jen Bowser: UCSB

Richard Currier: UCI

Terese Merrell: UCOP Technology

Hilary Steinman: UCOP Professional Services

Henry Gutierrez: UCR

Dan Perkins: UCB

Alma Mendoza: UCSD

Richard Ronquillo: UCD

Jennifer Barnes: UCSD Health

Patty Solomon: UCLA Talent Management (HR Health)



**THANK YOU!
THANK YOU!**

Today's Speakers

UC Procurement



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Director of Revenue Programs

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OMNIA Partners



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Today's Agenda

- Background: UC & OMNIA Partners LAMP Program
- UC RFP Process & Objectives
- Promotional Products Program
- Next Steps
- Q&A

Background

LAMP Partnership Highlights



UC Strength

UC system-wide leverage, Time-saving Workflow

Driving **Direct Campus Rebates** Through Contract Adoption

Collaborative Campus Contracts with National Impact

Sustainable & Socially Responsible Sourcing

OMNIA Partners Reach

\$30B in **Purchasing Power**

Dedicated Support & Resources

500+ **Compliant Contracts**

Spend Visibility

Power in Partnership

Support **UC's Mission**

Provide Value & Increase Efficiencies

Impact **Sustainability & Diversity Goals**

Serve **Under-Resourced Public Institutions**

Positively Influence Supplier Community

Harnessing the Collective Power of The LAMP Program

75

Contracts led by UC in 29 categories

7,100+

Public Sector Agencies & Non-Profits touched

\$16M

Paid to UC System to date

LAMP Mission



OMNIA[®]
P A R T N E R S



Provide funding & value to
the UC System



Support UC's fundamental
mission



Increase efficiencies across
the UC System



Positively influence the
Supplier community



Serve under resourced
agencies and further position UC
as best-in-class procurement



Impact sustainability and
diversity goals

RFP Process & Objectives

Development & Strategy

RFP Development

- Disparate agreements with multiple suppliers, no multi-location agreement.
- Identification of critical components: Price, Sustainability, Ethical Sourcing, Trademarks & Licensing (T&L), Service Levels
- Challenging market to confirm meets UC's general requirements as well as site specific branding needs and processes

OMNIA Partners

- Through an RFP, leveraging UC spend as well as industry best capabilities while encouraging competition
- Maintain competitive pricing, and provide innovative solutions
- Includes all products and services in supplier portfolio

University of California RFP for: Promotional Products and Services

- 85 suppliers interested
- \$20M+ a year in spend
- 30+ stakeholders, 11 evaluators
- 19 RFP responses
- Five awarded suppliers
- All awardees are or are willing to become approved T&L vendors at all UC sites via respective processes
- All contract use is dependent on campus direction (not mandated)

**Awarded by
UC, Available
Nationally**

Awarded Suppliers



Awarded Suppliers: Promotional Products and Services

Overarching Program Benefit: Contracted pricing discounts, service levels with some SB/DVBE solutions



Contract #
2024004236
Great
overall offering



Contract #
2024004232
Best
e-commerce
offering -
EcoVadis
Partner



Contract #
2024004231
Best
sustainability
offering -
EcoVadis
Partner

****Contracts Available in CalUSource****

Awarded Suppliers: Promotional Products and Services

Overarching Program Benefit: Contracted pricing discounts, service levels with some SB/DVBE solutions



**Contract #
2024004235**

Highest scoring
awardee –
EcoVadis
Partner



Club Colors®

**Contract #
2024004237**

ePro integration
with all
campuses,
including
discounts

****Contracts Available in CalUSource****

Consolidus Overview

UC-Wide Promotional Products: 2024004236

Contract Term: September 2024 - 2029

Company Profile:

- 55 employees
- Service: Nationally
- Location: Akron, OH
- Great digital offering

Contact Info for UC

- **Todd Fitzwater, Director of Business Development**
- Phone: 330-475-4275
- Email: todd.f@consolidus.com
- Mailing Address: 526 S. Main St
Akron, OH 44311
- Company website: www.Consolidus.com

Company Profile:

- **Custom E-Commerce Sites:** tailored SmartSites that simplify ordering, enforce brand standards, and streamline procurement for institutions.
- **Seamless Procurement Integration:** technology integrates with existing procurement systems like Jaggaer, Workday, and Unimarket for automated, compliant purchasing.
- **Cost Savings:** contracted pricing saves institutions around 34% off MSRP by consolidating orders, leveraging bulk purchasing, and optimizing supplier relationships.
- **Brand Protection & Licensing Compliance:** ensure brand consistency through dedicated design teams and partnerships with major collegiate licensing organizations.
- **Dedicated Support Team:** Each client is assigned a US-based account team for personalized service and expert guidance.

Gorilla Marketing Overview

UC-Wide Promotional Products Gorilla Marketing: 2024004232

Term: September 2024 - 2029

Company Profile:

- 43 employees
- National client
- HQ - Riverside, CA
- Champions in Corporate Social Responsibility
- Certified SBE (Small Business) and DBE

Contact Info for UC:

- Phone: (951) 353-8133
- Email: omnia@gorillamarketing.net
- Website: <https://gorillamarketing.net/>
- Instagram:
<https://www.instagram.com/gorillamktg/>

Contract Profile:

- **Custom Apparel. Uniforms, Promotional Products, Swag, and Corporate Gifts for Every Industry**
- **Extensive Product Selection**
- **Expert Advisors to Support Your Projects**
- **Exceptional Service, Full Warehouse and Fulfillment Capabilities, and On-Time Delivery Services**
- **Responsibly Sourced Merchandise**

Manhattan Stitching Overview

UC-Wide Promotional Products Manhattan Stitching: 2024004231

Term: September 2024 - 2029

Company Profile:

- 5 employees
- California, southern CA based
- Location: Buena Park and Culver City, Ca
- Certified SBE

Contact Info for UC:

- Luis Fernandez - 714-521-9479
- luis@manhattanstitching.com
- 8362 Artesia Blvd., Suite E.
Buena Park, CA 90621
- <https://manhattanstitching.com/>

Contract Profile:

- **Licensed at UCLA and UCI**
- **Free local delivery to SoCal campuses**
- **EcoVadis Rated**
- **Strong support for local non-profits**
- **Customized reporting around environmental impacts of products/services (i.e. GHG reporting)**

I.D. Me Overview

UC-Wide Promotional Products I.D. Me: 2024004235

Term: September 2024 - 2029

Company Profile:

- 20 employees
- National service
- Location: Headquarter Tarzana, California
- Extensive sustainable products offering

Contact Info for UC:

- 888-788-0101
- Neil Levitt - Neil@IDMEPromotions.com
- 18401 Burbank Blvd., Suite 116
Tarzana, CA 91356
- www.idmepromotions.com

Contract Profile:

- **Known supplier: 9 of 10 campuses with existing licensed business**
- **I.D. Me College Division's experience in higher education products/events**
- **Strict Adherence to Brand Guidelines**
- **Event consultation (pop up stores)**
- **Extensive customization**

Club Colors Overview

UC-Wide Promotional Products Club Colors Buyer: 2024004237

Term: September 2024 - 2029

Company Profile:

- >100 employees
- National Coverage
- Location: Headquarter Hoffman Estates Illinois
- provide apparel and gifts that are created with sustainable materials or recycled materials

Contact Info for UC:

- Myra Haley
- mhaley@clubcolors.com
- 2000 Center Drive ED315 Hoffman Estates IL 60192
- www.clubcolors.com

Contract Profile:

- **Integrated e-procurement catalog that aligns campus Branding Guidelines and Procurement policies**
- **One Piece Minimum on Embroidered items**
- **Green wise apparel and gift available for internal branding**
- **Dedicated brand advisor that understands your brand, policies and procedures that works with your campus community**

Additional Contract Value

Low Cost

First system-wide agreements leveraging all campuses' spend with additional discounts and include all supplier products/services in their portfolio.



Less Risk

Compliant solicitation and contract award process.

Terms and conditions aligned with UC needs, including ethical sourcing, trademarks and licensing requirements, existing UC experience

****Prevent rogue spend****



Speed

No further competitive bidding is needed.
Sites only need to confirm approved vendor status.

UC locations can choose the product or service, buy, and promote.



Flexibility

Five supplier options for organizations to select which is best for their location



Next Steps:

- 1 Contact Your Local Procurement:
[Campus Procurement Sites](#)
- 2 Access CalUSource Direct:
[CalUSource](#)
- 3 Contact Systemwide Procurement:
Sean.Parker@ucop.edu
- 4 Learn about other available LAMP contracts:
[LAMP Landing Page](#)

The screenshot displays the OMNIA Partners website. At the top, the OMNIA PARTNERS logo is on the left, and navigation links for 'Industries', 'Solutions', 'About Us', 'Resources & Events', and 'Partner With Us' are on the right. A yellow banner features the University of California and OMNIA PARTNERS logos. Below the banner, a paragraph describes the LAMP program. To the right, a 'Supplier Questions' section includes a photo of Jeff Smith, his title as Regional Manager for Higher Education - West, his phone number (704-338-2137), and a 'CONTACT JEFF' button. A 'General Inquiries' section features a photo of Kelly Cunningham, her title as Director of Strategic Accounts, her phone number (615-786-1141), and a 'CONTACT KELLY' button. At the bottom, a 'Program Timeline' section shows three stages: '2017' (UC Becomes a Lead Agency with OMNIA Partners), '2019' (OMNIA Partners & UC launch the LAMP Program), and 'TODAY' (YoY Growth). A 'Download All Contracts' button is also visible.

Questions?

