



Texas A&M University-Corpus Christi Promotional Item Ordering Procedure

To maintain brand consistency and optimize student recruitment and community engagement, all promotional items that use university branding and/or are purchased with university funds must follow the official promotional item ordering procedure.

Step-by-Step Ordering Process

1. Submit an Approval Form

- Complete the required Laserfiche approval form to begin the request:
<https://lfformsportal.tamucc.edu/>
- Your form will be routed to your Vice President or division's designated approver for review.
- Once reviewed, you will receive email confirmation of the approval decision.
 - If **denied**, you'll be informed why and how to proceed.
 - If **approved**, move to the next step.

2. AgoraCX

Obtaining bids:

- After receiving approval, request bids from licensed vendors through **AgoraCX**:
www.agoracxmp.com/tamucc
- Invite all relevant vendors, including at least **1 HUB vendor**.
- Allow at least **3 days** for vendors to submit bids.

Reviewing Bids & Selecting a Vendor:

- Review the bids and choose the best vendor for your needs and budget.
- Close the bidding process and contact the vendor directly to place the order.
- Payment can be made through a **Purchase Order** or **P-card**.
 - **Note:** Production begins only once payment is confirmed.

Artwork Review

Please be aware that Marketing & Communications will review your item's artwork to ensure compliance with university branding guidelines.

- To avoid delays, use the **Texas A&M University-Corpus Christi Brand & Style Guide** when designing artwork.



designguide.tamucc.edu

Key Considerations for Approval

When purchasing branded items, make sure they align with these criteria:

- **Branding Priority:** Promotional items should lead with university branding.
 - **Student Engagement:** Items should be used for student recruitment, retention, and/or campus life.
 - **Items for Employees:** Clear business justification is required for purchases intended for employee use.
 - **Volunteer Shirts:** MARCOM gives 1 free volunteer shirt per year to participating employees. This shirt is to be worn by volunteers at all university events. Contact licensing@tamucc.edu for requests.
 - **Budget:** Can your department afford the purchase?
 - **Grant Compliance:** Ensure the purchase aligns with grant requirements, if applicable.
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Questions?

For help with the ordering procedure or branding guidelines, contact licensing@tamucc.edu or 361.825.3058.