SERVICE TO THE UNIVERSITY

PROMOTIONAL PRODUCTS & APPAREL
WHO ARE WE?

WE ARE THE UNIVERSITY OF VIRGINIA
THE UNIVERSITY OF VIRGINIA BOOKSTORES

• Non-profit, owned and operated by the University of Virginia.

• All operating surpluses directly support UVA students and University initiatives.

“I have always felt the Bookstore is an incredible ally to students...”
– Abraham Axler – Student Council President
The University of Virginia Bookstores

- Responsible for all operating expenses including employee salaries & benefits.
  - 54 full-time employees
  - 59 student employees
- Investing in improvements.
  - Building expansion
  - New roof

"I’ll be sure to make everyone aware of your efforts and the wonders the Bookstore is doing to help us out" – Matt Ising – Oncology
FINANCIAL SUPPORT

• Annual donation of over $380,000 to AccessUVa
• Student Council
• Class Councils
• Green Dot Initiative
• Rotunda Restoration
Just to name a few

“It is the Mission of the Bookstore and its branch stores to remain a truly integrated part of life at the University” – www.uvabookstores.com
NON-FINANCIAL SUPPORT

- Publication, Reading, & Reception for the 4th Year Fiction / Poetry Writers
- Art Expos for 3rd and 4th year Studio Artists
- Faculty Lectures and Book Signings
- McIntire Marketing Association
- Virginia Festival of the Book
- UVA Bookstore Interns

“Without your support, this would not have been possible. Many UVa students got experience, including me, by working on this project.” – Dag Abebe
WHAT SETS US APART?

PERSONALIZED SERVICE AND CARE
WE ARE MEMBERS OF THE COMMUNITY

- Passionate about UVA.
- Non-commission based.
- Our focus is on UVA customers.
  - Your priorities are our priorities.
  - We are with you every step of the way.

“You’re all so great to work with, and make doing my job so much easier” – Teresa Marshall – Executive Studies
• Currently over 270 Departmental Partners.
• Representing:
  • Academic
  • Health System
  • Student Groups
  • Alumni Outreach

“...working with our colleagues in the Bookstore ensures we are getting the most for our expenditure dollars” – Jane Paluda – School of Continuing and Professional Studies
# A Small Sample of Our Partners

<table>
<thead>
<tr>
<th>Admissions</th>
<th>Dining Services</th>
<th>Orientation</th>
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</thead>
<tbody>
<tr>
<td>Alumni Association</td>
<td>Diversity Office</td>
<td>Parking and Transportation</td>
</tr>
<tr>
<td>Army ROTC</td>
<td>Engineering</td>
<td>President’s Office</td>
</tr>
<tr>
<td>UVA Athletic Foundation</td>
<td>Facilities Management</td>
<td>Procurement / Supplier Diversity</td>
</tr>
<tr>
<td>Ballroom Dance Club</td>
<td>Faculty Senate</td>
<td>Registrar’s Office</td>
</tr>
<tr>
<td>Biomedical Sciences</td>
<td>Health System</td>
<td>School of Medicine</td>
</tr>
<tr>
<td>Board of Visitors</td>
<td>Housing and Residence Life</td>
<td>School of Nursing</td>
</tr>
<tr>
<td>Brown College</td>
<td>Human Resources</td>
<td>Office of the V.P. for Student Affairs</td>
</tr>
<tr>
<td>Continuing &amp; Professional Studies</td>
<td>Major Events</td>
<td>University Career Services</td>
</tr>
<tr>
<td>Curry School of Education</td>
<td>McIntire School of Commerce</td>
<td>UVA Foundation</td>
</tr>
<tr>
<td>Darden Foundation</td>
<td>Office of the Dean of Students</td>
<td>Virginia Sports Properties</td>
</tr>
</tbody>
</table>

*...and many more*
FOLLOW THE MONEY
WITH AN OUTSIDE VENDOR
WITH THE UVA BOOKSTORES

UVA Departments

University of Virginia

Students

UVA Bookstores

$ $$
<table>
<thead>
<tr>
<th>ITEM</th>
<th>LOGO</th>
<th>QUANTITY</th>
<th>COMPETITOR PRICE</th>
<th>BOOKSTORE PRICE</th>
<th>TOTAL SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunglasses</td>
<td>One Color</td>
<td>2,304</td>
<td>$1.09</td>
<td>$0.98</td>
<td></td>
</tr>
<tr>
<td>Keychain</td>
<td>One Color</td>
<td>5,000</td>
<td>$0.88</td>
<td>$0.87</td>
<td></td>
</tr>
<tr>
<td>Stickers</td>
<td>Two Colors</td>
<td>20,000</td>
<td>$0.11</td>
<td>$0.09</td>
<td></td>
</tr>
<tr>
<td>Water Bottles</td>
<td>One Color</td>
<td>2,500</td>
<td>$1.38</td>
<td>$1.20</td>
<td></td>
</tr>
<tr>
<td>Cups</td>
<td>One Color</td>
<td>5,000</td>
<td>$0.52</td>
<td>$0.49</td>
<td>($1,303.44)</td>
</tr>
</tbody>
</table>

Same Vendors, Same Products, Better Price
PRICE WITH QUALITY CONTROL

• Quality Control before we deliver to you
• We address any issues with quantity discrepancies, misprints, or breakage
• We will make delivery arrangements that are convenient for your schedule
MAKING YOUR LIFE EASIER

WE DON’T COMPPLICATE; WE SIMPLIFY
JANE SULENTIC – SALES & OUTREACH COORDINATOR

• A UVA employee fully invested in the success of all UVA Departments
• Directly serves each University department with all promotional needs
• Simple and convenient process
• One stop shopping experience

“Jan and Jane successfully...established a relationship of trust and commitment with the Department of Biomedical Engineering” – Angel Thompson
VENDORS & SELECTION: IF YOU NEED IT, WE CAN GET IT

- Access to all promotional vendors
- Additional access to UVA licensed vendors
- Buying power:
  - Sport Performance
  - High End Gifts & Clothing
  - Outerwear
  - Uniforms & Work Clothes

Nothing is impossible for you, even ordering inflatable outside movie screens”
– Chris Aukstikalnis – Brown Residential College
CONVENIENCE

- Departments can pay with PTAO
- No bid requirements
- NO EVA Fees
- Free on-grounds delivery
- Web and physical retail locations
- Open 7-days a week
- Complimentary gift wrapping
- Rush orders accepted
- Many “no minimum” options

“Wow, that is SO fast. Thank you Jan! You guys are really amazing!” – Jennifer Mauller – Systems Engineering
BROKERING THE BEST DEAL FOR YOU

- Time really is money
- Doing more with less
- The UVa Bookstore & Cavalier Computers: Service and Support Units
- Facilitators to the University Community
- Support of local and SWAM vendors

Save time and money with the UVA Bookstore
STRATEGIC PARTNERSHIPS – BLUE RIDGE GRAPHICS

- UVA Bookstore is their #1 Retail Account
- Best buying power at UVA for any size order
- BRG’s Commitment to Strategic Procurement
- Same quality artwork, imprints and garments
- Lower Price
- Ongoing price comparisons

A Strategic Partnership that Benefits Everyone
RESOURCES AND TOOLS

HELPING ALL OF US GET THE WORK DONE WELL
INVESTMENTS THAT MEET DEPARTMENTAL NEEDS

- Dedicated Departmental Sales Coordinator
- Dedicated Graphic Artist, Engraver and Embroiderer
- T-Shirt Printer
- Laser Engraver
- Traditional Engraver
- Embroidery Machine
- Future Investments
RETAIL AND PROMOTIONAL WEBSITES

Retail Website
www.uvabookstores.com

Promotional Website
www.uvapromos.com
ART CONCEPTION AND DESIGN

WITH A PERSONAL TOUCH
CONCEPTION AND DESIGN

• No art charges for orders placed with the Bookstore
• 1 on 1 expert graphic design assistance
• Free art revisions – up to 3
• Produce press ready art
• Utilizing official University and Departmental logos and color standards
• Customized logo and graphic design
• We will create a graphic that best suits you
ART DEVELOPMENT EXAMPLE

PROFESSIONAL RESULTS FROM START TO FINISH
Client wants a “general UVA logo with the rotunda, and “Chemical Engineering” on them. Please see web page.
http://www.che.virginia.edu/
## SUMMARY - BENEFIT COMPARISON

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>UVA BOOKSTORE</th>
<th>OUTSIDE VENDOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitive Pricing</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Excellent Customer Service</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Numerous Payment Options</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>No Bids Required</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>No EVA Fees</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Access to both ASI AND CLC Vendors</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Expert One-on-One Art Design at No Charge</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>In-House Personalized Customization</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>AccessUVa Support</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Rotunda Restoration Support</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Student Directed Initiatives</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>University Donations</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Complimentary Gift Wrapping</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Physical Location / Immediate Availability</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Free On-Grounds Delivery</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>MONEY STAYS AT UVA</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
Every time you invest in the UVA Bookstores, you are investing in our University.