

2026 LANGSTON UNIVERSITY



MERCHANDISE AND FOOD VENDOR REGISTRATION PACKET

OCTOBER 11-17, 2026

www.langston.edu/homecoming



OCTOBER 11-17, 2026

On behalf of the Langston University Homecoming Committee, we are excited for you to participate in the 2026 "The Legacy Continues..." Homecoming experience. This year's celebration will be October 11-17, 2026. We are excited to offer (38) marketplace spaces, and (15) food truck vendor spaces will be available again this year—additional information about our entire week of Homecoming events at www.langston.edu/homecoming.

Langston University Homecoming
Saturday, October 17, 2026

Please be reminded that all merchandise bearing the LU trademark must comply with our brand standards and must be approved in advance through the CLC licensing portal. Additional information on CLC licensing can be found in the packet or [visit www.langston.edu/brand-guidelines](http://www.langston.edu/brand-guidelines) or www.langston.edu/homecoming. Please review this packet closely and feel free to contact us directly. We value your participation and look forward to seeing you this year during our 2026 Langston University Homecoming experience.

Sincerely,
2026 Homecoming Committee

HOME GO MING

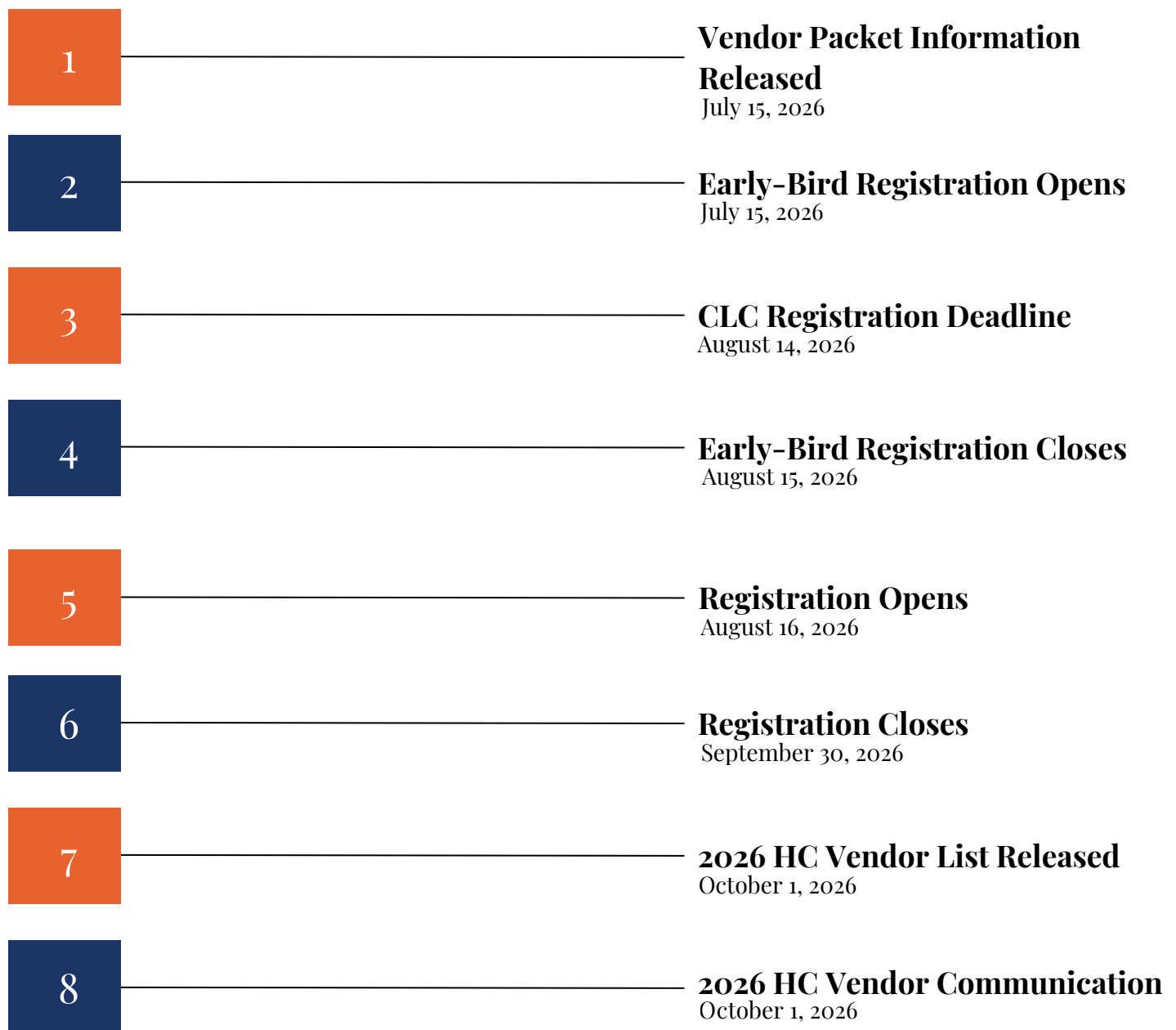
VENDOR TYPES

Langston University has established procedures regulating the sale of all foods, beverages, apparel, arts, etc. on all University property during special events and/or other times of the year. All merchandise vendors will be responsible for providing their own tables and chairs. The University will not provide them. All food vendor spaces are reserved on a first come, first serve basis once the registration fee has been paid. It shall be understood by all prospective vendors that the following rate and stipulations are to be followed and will be enforced by the various assigned university departments and/or administrative units. The following operating cost and definition are assigned to the terms below.

Early-Bird \$425.00	Food Truck Vendor All edible items sold during campus events, which includes all liquid and non-liquid products	Registration \$525.00
\$225.00	Beverage Vendor Soft drinks, Snow Cones, Etc	\$275.00
\$225.00	Merchandise Vendor All Merchandise using the Langston University logo or likeness must be licensed by CLC. For questions, please contact lupublicrelations@langston.edu .	\$275.00

Langston University reserves the right to refuse approval of any vendor deemed inappropriate or counter productive to the goals, purpose, and image of Langston University. Said determination of rulings shall remain vested under the authority of Langston University administration or its designee.

MERCHANDISE & FOOD VENDOR TIMELINE





CLC Licensing

NEXT STEPS

Vendors who wish to use the LU logo or trademarks must be approved in advance. To produce any merchandise bearing a mark of the university, the design must comply with our brand standards. You must be registered with CLC licensing. Apply and register for a license to sell merchandise at <https://clc.com>. For questions about licensing, please visit langston.edu/brand-guidelines or email lupublicrelations@langston.edu.



www.langston.edu/homecoming

LICENSE TYPE QUICK REFERENCE

TYPES OF LICENSES

INTERNAL

4-8 Weeks (first-time licensees)

RETAIL

8-10 Weeks (first-time licensees)

DEFINITIONS & PARAMETERS

Allows a company to produce product bearing the trademarks of collegiate institutions for university departments and related entities **for internal consumption only. Cannot provide product at retail or direct to consumer.**



Most expeditious and least costly to pursue with strict limitations on distributions.



Sales only to restricted distribution (internal consumption by university).



Sales to university bookstores or product being re-sold, and/or used for promotional purchases (gift with purchase) not permitted.

*Requires quarterly sales reporting



Most extensive and potentially expensive type of license, depending on the number of schools involved



Companies must exhibit well-established marketing plans, existing product distribution, solid financial history of selling licensed products and/or are introducing unique and commercially viable product to the collegiate market.



Retail License applicants should provide as much detailed information as possible in the application to improve the likelihood of acceptance by institutions.

*Requires monthly royalty reporting

ADDITIONAL LICENSEE REQUIREMENTS

In addition to those requirements outlined above, licensees are required to maintain the appropriate level of insurance, applicable affiliations with the Fair Labor Association if required, pay for any required royalty advances or minimum guarantees, and fulfill any additional requirements put in place by the institution.

APPLICATION CHECKLIST

INTERNAL APPLICATION

APPLICATION FEE
LIST OF DESIGNATED INSTITUTION CONTACTS
INSTITUTION LIST

RETAIL APPLICATION

APPLICATION FEE QUALITY SAMPLE(S)
CREDIT REPORT COMPANY NAME/LABEL SAMPLE
FINANCIAL STATEMENTS MARKETING & DISTRIBUTION PLAN
INSTITUTION LIST

APPLICATION FEE

\$250 (single school), \$125 per additional school - same application fee for both license types.

ANNUAL ADMIN FEE

1 institution = \$200 (flat fee); 2-5 institutions = \$500 (flat fee); 6+ institutions = \$150/institution (max \$17,500)

LICENSING CONTACT INFORMATION

applications@clc.com

licensing@clc.com

insurance@clc.com

LU HOMECOMING MERCHANDISE VENDOR APPLICATION

BUSINESS / VENDOR INFORMATION

DATE:	BUSINESS/ VENDOR NAME:		
TELEPHONE # :		CELL PHONE # :	
MAILING ADDRESS:			
CITY:	STATE:		ZIP CODE:
EMERGENCY CONTACT NAME:			TELEPHONE # :

CERTIFICATE OF LIABILITY

CERTIFICATE OF LIABILITY INSURER :
CERTIFICATE OF LIABILITY # :

HEALTH INSPECTION CERTIFICATE

BUSINESS PERMIT NAME :	
BUSINESS PERMIT # :	BUSINESS PERMIT EXP DATE :

TYPE OF MERCHANDISE

CHECK ONE OR MORE THAT APPLY:

ARTWORK		HANDBAGS	
CLOTHING		JEWELRY/ACCESSORIES	
FOOD		OTHER	

DESCRIBE IN DETAIL ITEMS FOR PURCHASE:

VENDOR AGREEMENT

REQUIREMENTS - PAGE (1)

Merchandise Vendors/Student Organizations:

All merchant vending at Langston University must be approved by the Homecoming Committee. Recognized student organizations approved by the Office of Student Life and recognized alumni organizations conducting fundraising activities shall be eligible for campus vending permits without charge, if applicable.

Non-University related vendors offering for sale products, services or soliciting clients/customers for legitimate business purposes, deemed to be consistent with the University's mission or in the interest of the University's students and or faculty and staff, may be granted permission to operate on campus with a limited vending permit. Third party vendors will only be approved for vending permits if the product or services offered for sale do not compete with or impair the sales of contracted University vendors. Due to the University's contractual agreements, all types of phone card sales are prohibited. Business solicitation will only be permitted in designated areas and must not interfere with established work or class schedules.

Non-Profit Organizations:

Persons, firms or organizations wanting to conduct activity or business solicitation on campus must submit a "Vendor Application & Agreement" to the homecoming committee no later than September 30, 2026. Approval will be granted by the homecoming committee for participation.

Approved Vendors:

Vendor registration fee must be processed through Hometown Ticketing online via the Homecoming website: www.langston.edu/homecoming. Homecoming Vendor credentials will be issued prior to the date of the event. The credential must be displayed at all times when the vendor is on campus.

All set up material is to be provided by the vendor. Vendors must provide their own chairs, table(s) and tent for all merchandise. Langston University is not responsible for making provisions for inclement weather. Refunds will not be provided due to inclement weather. All vendor spaces are 12 x 12 feet area and are first come, first-served once registration has been paid. Set up location: The Market Place (Tennis Court). Food vendors will set up in the parking lot behind the Student Success Center. Please note that vehicles are prohibited on the lawn. Violators will be ticketed and or towed at the owner's expense.

Langston University has designated the "Marketplace" for all dry goods vendors to set up during the Homecoming event. The Langston University Homecoming Staff, Facilities personnel, or HC Vendor coordinator will indicate the site once vendors arrive. The location will be the only area allowed for all sales campus-wide.

- There will be no exception to any of the aforementioned procedures and/or regulations. Any vendor found violating the terms of this agreement automatically revokes their right to sales participation and deposit of the same.

VENDOR AGREEMENT

REQUIREMENTS - PAGE (2)

Food Truck Vendors:

- Gas/Propane; Water, Electrical Generator (s) - must be provided by vendor.
- All units must detach unless prior approval is obtained.
- In addition to the above-referenced items, all food vendors shall be required to provide a current copy of Liability Insurance and a Health Inspection Certificate. Applications not possessing the above will not be considered. Langston University must be listed as an additional insured on the Liability Insurance certificate.
- No Vendor will be allowed to sell alcoholic or tobacco products or related products on campus at any time.
- Return application and all applicable documentation to Langston University no later than 8:00 AM on September 30, 2026. Vendors will be prohibited from paying registration fees on the day of the event. No refunds for cancellations.

Vendor Checklist:

- ✓ Completed and Signed Vendor Application
- ✓ Completed and Signed Terms and Conditions Form
- ✓ Submit A Copy of Certificate of Liability Insurance and
- ✓ Valid Health Inspection Certificate
- ✓ Student ID (Students Only)
- ✓ Registration Fee - Online payments can be processed
- ✓ at www.langston.edu/homecoming.

Authorization & Signature:

Your signature below indicates that you have read and agree to comply with all terms and conditions of this application and agreement, and additional requirements related to the Langston University Homecoming Vendor Application.

SIGNATURE

PRINT NAME OF AUTHORIZED VENDOR:

SIGNATURE OF AUTHORIZED VENDOR:

BUSINESS NAME:

DATE:



HOMECOMING VENDOR

Contact Information

Joshua Busby

Homecoming Committee Chairperson

Dean of Students, Student Affairs

✉ jabusby@langston.edu
405-466-3444

Alicia Sumlin

Homecoming Vendor Coordinator

✉ luhomecoming@langston.edu

LU Public Relations

✉ lupublicrelations@langston.edu

2026 Homecoming Vendor Information

www.langston.edu/homecoming



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WWW.LANGSTON.EDU/HOMECOMING