

ALABAMA STATE UNIVERSITY

VENDOR

2026 Guidelines and Procedures

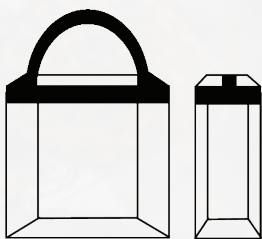


WELCOME TO THE
**ASU GAME DAY
EXPERIENCE**

STINGER MAKES IT CLEAR

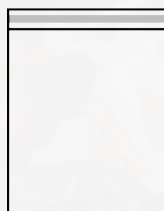
Alabama State University enforces a clear bag policy for all guests entering the stadium. This policy is designed to enhance safety and security while also speeding up the entry process for fans, students, and visitors. All permitted bags must meet clear bag requirements outlined below.

Approved Items



CLEAR TOTE

Made of plastic, vinyl or PVC, any size



PLASTIC BAG

One gallon, resealable, clear



MEDICAL BAG

Containing medically necessary items after a proper inspection at gate of entry.



SEAT CUSHION

and seat cushion with back



NO SMOKING

PROHIBITED ITEMS

- Smoking Paraphernalia
- Illegal Substances
- Diaper Bags
- Purses/Small Clutch Bags
- Camera Cases
- Printed Plastic Bags
- Binoculars Cases
- Mesh Cases
- Tinted Plastic Bags
- Backpacks
- Fanny Packs
- Oversized Tote Bags
- Infant Seats or Strollers
- Non-service Animals
- Lawn Chairs
- Outside Food or Beverages
- Outside Alcoholic Beverages
- Cans or Coolers
- Umbrellas
- Flags or Banners
- Artificial Noise Makers
- Selfie Sticks
- Video Cameras



WELCOME TO THE ASU VENDOR EXPERIENCE

Welcome to Game Day at Alabama State University — where Hornet pride is bold and the energy is unmatched!

As a valued vendor, you help create the unforgettable atmosphere that defines Hornet Nation. We appreciate your partnership in making each home game a success. Please help us keep our campus safe, welcoming, and Game-Day ready by setting up responsibly, following all guidelines, and representing the Black & Gold with excellence. Together, let's deliver a championship-level experience on and off the field.

VENDOR SETUP

- Vendors will be allowed to set up on campus on designated days only.
- Mandatory vendor setup time is between **6-9 a.m.** During these hours, vendors will be allowed to drive vehicles onto Harris Way (formerly Hall Street) to unload merchandise at designated vendor area. **NO EXCEPTIONS.**
- **At 9 a.m., Harris Way will close.** Vendors will not be allowed to drive vehicles along Harris Way to unload merchandise. Vendors will need to unload merchandise in the parking area to transport to vending location.
- All vehicles and merchandise must be removed from the campus 3 hours after the conclusion of the game.
- Vendors should leave vendor site in clean condition, including the disposal of boxes and trash.
- All setup materials are to be provided by the vendor. Vendors must have tables and tents for all merchandise. Vendors will not be allowed to set up tents displaying other universities or teams not participating in the scheduled game.
- Vendors should bring to each game the following:
 1. Business Permit from the City of Montgomery and Montgomery County.
 2. Licensing Agreement from Learfield Licensing Partners to sell Alabama State University paraphernalia (if applicable)
 3. Tables and tents
 4. ASU vendor credentials and parking pass
 5. Items to be sold or sampled



VENDING REGULATIONS & PROCEDURES

■ General Information

All Vendors are required to submit a paid Vendor Application to the Department of Operations and Event Management located in the ASU Stadium Ticketing Office, no later than 3 days prior to event(s) between the hours of 9 a.m. and 4 p.m.

Applications are accepted on a first-come basis.

Approved vendors must pay a nonrefundable vending fee.

■ Apparel/Merchandise

Single Game - 1 day	\$400*
Single Game - 2 day	\$600*
Premium Game - 1 day	\$500*
Premium Game - 2 day	\$600*
Commencement/ General Events	\$300*

*Nonrefundable vendor fee

The vending fee must be paid in full by cashier's check, money order or credit card in advance.

The vendor fee includes:

- One designated 10' x 10' space
- One designated parking space

ASU is not responsible for making provisions for inclement weather (NO REFUNDS).

The vendor fee is nontransferrable.

A vending permit number will be issued when the vendor payment is received.

An approved vendor permit must be displayed at all times that the vendor is set up.

Vendor spaces will be designated by Operations and Event Management.

A maximum of three workers will be allowed to occupy each space. All workers must enter at the same time. Vendor credentials and one parking pass will be issued with paid applications. Vendor workers must wear their vendor credentials at all times.

Vending will be allowed in designated areas in Vendor Village. Vending on other campus

premises is not permitted.

All equipment and merchandise must fit into the designated 10' x 10' space. Additional vendor space can be purchased.

Vendor permit does not allow access into the stadium.

■ Vendor Requirements

The selling of counterfeit merchandise is prohibited. All vendors must show proof of the following:

- Valid business permit from the City of Montgomery
- Valid business permit from Montgomery County
- Licensing agreement with the Learfield Licensing Partners (LLP) (if applicable)
- Vendors selling food or beverages must meet requirements through the University's food and beverage provider, Aramark, and the Montgomery County Health Department as follows:
 - Valid food service permit
 - A \$1,000,000 product liability In case of any damage of any kind done to the said premises as a result of vending use, the vendor shall pay such amounts as shall be necessary to put the said premises in as good an order and condition as the same were at the commencement of the event.
 - Liability Insurance of \$1,000,000 for each occurrence, naming Aramark and ASU as additional insured.

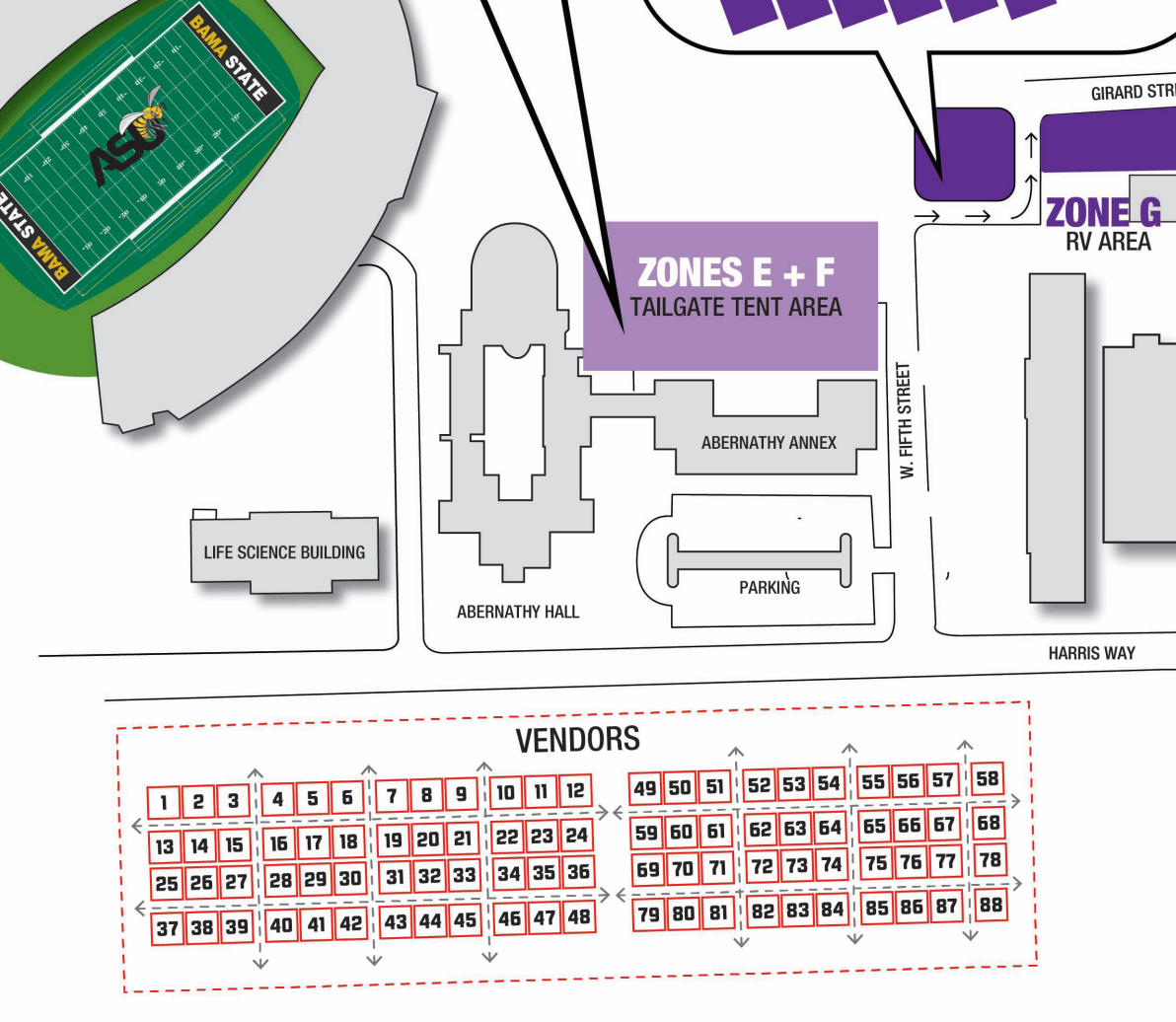
ASU assumes no responsibility whatsoever for any property on ASU campus. ASU is expressly released and discharged from any and all liabilities for any loss, injury or damage to persons or property that may be sustained by reason of the occupancy.

■ Prohibited Items

Items not permitted for sale or distribution:

- Tobacco
- Alcoholic beverages
- Items deemed inappropriate or offensive in conflict with the University's mission of providing a family atmosphere.





- Between 6 to 9 a.m. vendors must use the campus entrance at the corner of Harris Way and Carter Hill Road.
- Vendor parking is available in Zones designated by the University.
- Vendors must show parking credentials to gain access into the parking area. Vendors are allowed one vehicle per parking pass.
- ASU will not provide storage space for vendors.
- All vendors must be set up before 10 a.m.

HOME GAMES



SEPTEMBER 26
MVSU



NOVEMBER 14
JACKSON STATE



NOVEMBER 21
PRAIRIE VIEW

PREMIUM HOME GAMES



SEPTEMBER 5
LANE COLLEGE



OCTOBER 10
FLORIDA A&M



NOVEMBER 26
TUSKEGEE

VENDOR'S RESPONSIBILITIES

- Vendor agrees to submit to ASU for prior approval all products, signs, literature and other displays and advertisement material (hereafter collectively referred to as “products and materials”) prior to their display and/or sale. ASU in its sole discretion may grant or withhold its approval from the use of said products and materials and Vendor is prohibited from displaying or selling any unapproved products and materials. Products and materials shall be submitted to ASU for approval no later than five (5) days prior to the beginning of the Occupancy Period. ASU strictly prohibits credit card solicitations on campus and unauthorized use or reproduction of copyrighted or patented materials, i.e. videos, compact discs, cassette tapes, etc.
- **Vendor shall not sell any product which uses the Alabama State University name, logo or image.** Trademark infringements will be reported to the Learfield Licensing Partners (LLP) and dealt with accordingly. Vendor acknowledges and agrees that University has the right and obligation to control the nature and quality of goods sold by Vendor under this Agreement. Alabama State University may demand the removal of any merchandise of “bad taste,” i.e. profanity, nudity or any item categorized in this manner.
- Vendor will not be allowed to set up tents displaying other universities or teams not participating in the scheduled game.
- Vendor shall be responsible for installation and removal of its exhibit display in the designated area. Vendor must remove from the University campus all debris or trash resulting from his/her commercial vending, as well as products and equipment brought by vendor onto the University campus. Vendor must leave the University campus in the same condition in which it was in prior to use by the Vendor.
- Vendor or Vendor’s representatives shall at all times maintain a professional demeanor. Vendor and Vendor’s representatives shall also dress in appropriate attire (shirts and shoes required), observe all University no smoking, alcohol and drug policies and refrain from the excessive use of stereos, tape players, microphones and other similar sound producing and amplification devices. Excessiveness will be determined at the sole discretion of ASU. Appropriate attire will be determined at the sole discretion of ASU.
- Vendor agrees that it will not use any advertising or other publicity materials that directly or indirectly indicate the availability of alcoholic beverages, cigarettes or drugs.
- Vendor shall be responsible for the reporting and payment of all applicable taxes to the appropriate federal, state and local authorities.
- Vendor shall be responsible for obtaining, at Vendor’s sole expense, any business licenses or permits necessary for conducting operations in the Designated Area. Vendor shall also be responsible for compliance with any laws or regulations regarding the carrying and posting of permits or licenses. Vendor shall be solely responsible for any fines or penalties assessed as a result of Vendor’s failure to obtain or properly post any necessary licenses/permits. Upon request by ASU, Vendor shall produce licenses/permits to ASU representatives for inspection. Failure to produce any necessary license/permit may result in the cancellation of this agreement by ASU.
- Vendor agrees that it shall at times be responsible for enduring compliance with all applicable laws and regulations, whether federal, state or local, including laws pertaining to credit cards and credit, including, but not limited to, those related to the marketing of credit cards.



eventsmanagement@alasu.edu | 334-229-4551



2026 VENDOR APPLICATION

Please complete and submit this form within **3 days prior to Game Day by 4 p.m.** Unapproved peddling, solicitation and sale of souvenir and novelty items are prohibited. The vendor fee is required to be paid in FULL prior to setup. Return this form along with vendor payment (money order, cashier's check payable to Alabama State University) to the **Department of Operations and Event Management, P.O. Box 271, Montgomery, AL 36104**. For more information, call **334-229-4551**.

CONTACT INFORMATION

VENDOR NAME _____

MAILING ADDRESS _____

CONTACT PERSON _____ PHONE # _____

EMAIL ADDRESS _____ MOBILE PHONE # _____

VENDOR INTENT

PURPOSE OF BOOTH: NON ASU APPAREL AND PARAPHERNALIA NOVELTY ITEMS INFORMATIONAL

DESCRIPTION OF ITEMS TO BE SOLD _____

TYPE OF PERMIT

SINGLE GAME (Check games below) \$400 for one day \$600 for two days

Sept. 26: vs. MVSU Nov. 14: vs. Jackson State Nov. 21: vs. Prairie View A&M -

PREMIUM GAME \$500 for one day \$800 for two days

Sept. 5: Labor Day Classic | Lane College Oct. 10: Homecoming | Florida A&M Nov. 26: Turkey Day Classic | Tuskegee

COMMENCEMENT \$300 **GENERAL EVENTS \$300**

Acadome Vendor Valley General

Setup time subject to vary per event. Vendor shall **NOT** sell any product which uses the ASU name, image or logo. The selling of counterfeit merchandise is prohibited.

SPECIFY NAMES OF WORKERS (LIMIT 3 PER VENDOR):

1. _____ 2. _____ 3. _____

I have read and understand the vending information, regulations, procedures and responsibilities and will abide by the regulations set forth by Alabama State University. I also understand that if I, or any member of my party, fails to comply with these rules, my vending privileges will be revoked.

Signature of Vendor _____ Date _____

Method of Payment:

VISA MasterCard Discover American Express

Card # _____ Expiration Date _____

Signature _____

Check Money Order (Make payable to Alabama State University)

- ADMINISTRATIVE USE ONLY -

DATE RECEIVED _____ PROCESSED BY _____ DATE _____

PAYMENT RECEIVED \$ _____ ASSIGNED LOCATION _____ PERMIT # _____

