

SMA Restricted Licensing Process Checklist

Please use the following information to track your licensing process. Please understand that you have up to 90 days to complete this process. We will work to expedite the process for you, but the completion time will largely depend on the time it takes for you to respond to the following requirements. If you have any questions throughout the process, please don't hesitate to contact our office at 317-669-0808. Thank you in advance for your cooperation.

_____ **Complete Application.** Each question must be answered fully and an officer of your company must sign the Application. Select which institutions you would like to add using the Institution Checklist.

_____ **Request sent to school(s).** Any and all schools selected on the Institution Checklist will be sent a request with your company's information. It should be noted that requesting numerous schools can significantly increase the turnaround time in the licensing process.

_____ **Signed Agreement.** Review the contract and send one signed copy back to SMA.

_____ **Complete AOD / LOD form.** Upon receipt of your signed agreement, an Approvals On Demand form will be emailed to your company. Please fax the completed form to 317-669-0810.

_____ **Activate License.** Upon receipt of a completed AOD form, the licenses for all approving schools will be activated and your company will be an approved vendor.

STRATEGIC MARKETING AFFILIATES

Arkansas Tech University, Florida Atlantic University, Jackson State University, Loyola Marymount University, Northeastern State University, Pittsburg State University, Southern Illinois University Edwardsville, University of Central Missouri, Valdosta State University and Washburn University, DO NOT ACCEPT the Restricted License Application. Please download the Standard License Application from www.smaworks.com and submit.

SMA Restricted Application Checklist

Applicant Company/Individual Name: _____

Please use the following checklist to ensure all of the application requirements are returned to SMA. **In order to expedite the licensing process, please complete all sections of the application and return via mail. Applications should only be faxed with approval from SMA.** If you are unsure how to answer questions, please call the office at 317-669-0808.

_____ **Completed Application.** Each question must be answered fully and an officer of your company must sign the Application.

_____ **90 Day Application Window.** I understand that I must complete the application process within 90 days or I will be required to start from scratch.

_____ **\$75 Application Fee.** The application fee is non-refundable. Additional advance fees may be due upon execution of the License Agreement.

_____ **University of Toronto Applicants.** Please include an additional \$45 for University of Toronto. This is a required non-refundable application fee.

_____ **Completed Member Institution List.** You may select whichever institutions you have an interest in working with.

_____ **Quality Sample.** * *SMA must receive one (1) quality sample of each specific product for which you are applying for a license. Samples are at the expense of the applicant and will not be returned. A "quality sample" will not feature logos of the school for which you are applying, but will feature a logo so we can see how it is applied. It is meant to be an exhibit of the same product that you wish to have licensed so that we can determine the quality and viability of the product.*

*** ASI Distributors: Do not leave this information blank. If you do not have a specific product for which you are applying, choose the top five (5) items (in terms of total sales, either for the institution(s) for which you are applying or for your overall business) and submit as samples and fill in Product Description.**

Non-Apparel Applicants must also complete the following two items (if applicable):

_____ **FDA Approval.** A copy of applicant's FDA Approval must be included for applications for consumables, health and beauty products, or sunglasses.

_____ **UL Approval for Electrical Products.** A copy of applicant's UL Approval must be included for applications for all electrical products.

All information should be returned together and clearly marked "License Application." SMA must receive all of the above in order to process your application. Thank you in advance for your cooperation. Please return application to:

Strategic Marketing Affiliates, 8900 Keystone Crossing, Suite 605, Indianapolis, IN 46240

STRATEGIC MARKETING AFFILIATES

Restricted License Application

Companies that intend to produce items solely for internal use at one or more SMA institutions should use this application. No products produced under this license agreement may be sold to the general public. We encourage you to complete the requested information to the best of your ability. Please note that when the application is reviewed, it is taken into consideration how thoroughly the application was completed by the applicant, and SMA may contact applicant and/or references to clarify information. Any questions can be addressed to our office at 317-669-0808 or questions@smaworks.com.



COMPANY INFORMATION

Date _____

Company Name _____

Owner Name _____

Mailing Address _____

Physical Address (if different) _____

City _____ State _____ Zip _____

Phone (____) _____ - _____ Fax (____) _____ - _____ Toll Free 1(____) - _____ - _____

E-mail _____

Company may also be known as or doing business _____

Company Website _____

Have you ever applied with SMA for licensure under this or any other company name? Yes No

If yes, please provide company name and reason for incomplete licensure, expiration or cancellation:

COMPANY INFORMATION (Continued)

Please list your company contacts for the following area:

Main Contact

Name _____

Title _____

Address _____

City, State, Zip _____

Phone (____) _____ - _____ Fax (____) _____ - _____ Toll Free 1(____) - _____ - _____

E-mail _____

Artwork Contact

Name _____

Title _____

Address _____

City, State, Zip _____

Phone (____) _____ - _____ Fax (____) _____ - _____ Toll Free 1(____) - _____ - _____

E-mail _____

Sales Contact

Name _____

Title _____

Address _____

City, State, Zip _____

Phone (____) _____ - _____ Fax (____) _____ - _____ Toll Free 1(____) - _____ - _____

E-mail _____

COMPANY INFORMATION (Continued)

Type of organization (select one): *Include additional owner, partner, and/or officer information. Use an additional sheet if necessary.*

Corporation Inception Date _____ State _____

Owner/Partner _____

Title: _____

Owner/Partner _____

Title: _____

Limited Liability Corporation Inception Date _____ State _____

Owner/Partner _____

Title: _____

Owner/Partner _____

Title: _____

Partnership Inception Date _____ State _____

Owner/Partner _____

Title: _____

Owner/Partner _____

Title: _____

Proprietorship Inception Date _____

Type of Business (select one):

Ad Specialty ASI # _____ PPAI# _____

Distributor

Manufacturer

Retailer

Other (please explain) _____

ABOUT YOUR BUSINESS

Please provide the following information to the best of your ability. Please do not leave any information blank, please use "N/A" only when no other answer can be reasonably given.

Type Of Sales Force:

- In-House Sales Force
- Independent Reps
- Agent

Has your company filed for bankruptcy protection within the previous five years?

- Yes
- No

Have any claims been filed against company or related entities for trademark, copyright, patent infringements or for product liability?

- Yes
- No

If yes, attach a separate sheet explaining all details, including final resolution.

Is your company a certified minority or woman-owned business?

- Yes
- No

If yes, please provide certification number: _____

LABOR CODE CONSIDERATIONS

If you are obtaining a license with institutions that have labor code requirements, you will be required to register with the organization within 90 days of the finalization of your license agreement. The matter of Corporate Social Responsibility and supply chain compliance has become extremely important to many SMA institutions. A company's commitment to Corporate Social Responsibility and supply chain compliance, as well as their ability to meet the requirements of the Fair Labor Association (www.fairlabor.org) and/or the Worker's Rights Consortium (www.workersrights.org) will be considered by many institutions as part of the approval and renewal process.

Is your company a member of:

- Fair Labor Association (FLA) Account #: _____

Institutions requiring FLA membership: Belmont University, Fairfield University, Ithaca College, Lincoln University, Rider University, Seattle University, SUNY Potsdam, University of Texas Medical Branch at Galveston, Valdosta State University

- Worker Rights Consortium (WRC)

Institutions affiliated with the WRC: Bridgewater State University, California State University San Bernardino, Duquesne University, Fairfield University, Hunter College, Ithaca College, Kutztown University, Rollins College, Saint Mary's College, Seattle University, Stetson University, University of Chicago, University of Illinois at Springfield, University of Maryland Baltimore County, Wesleyan College

LICENSE INFORMATION

Please provide the following information to the best of your ability. *Please do not leave any information blank, and please use "N/A" only when no other answer can be reasonably given.*

Using the Institution Checklist on pages 12-15, please indicate the institution(s) for which you are interested in acquiring a license.

Are you or any principal in your company an Alumnus of any of these institutions?

- Yes Institution: _____
 No

Do you presently hold license agreements, in good standing, with any other collegiate entities?

- Yes
 No

If yes, please attach a separate sheet listing all agencies and institutions that you are currently licensed with.

Please list 3 references:

Financial Reference

Name	Address	Phone Number	E-mail
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Retail Reference

Name	Address	Phone Number	E-mail
------	---------	--------------	--------

Licensors Reference

Name	Address	Phone Number	E-mail
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*Note: Licensor Reference is an entity for which you are licensed, or have previously held a license. If you haven't been licensed before, please mark N/A.

PRODUCT INFORMATION

In order for SMA to complete your licensing process, applicants must submit a quality sample of the specific product(s) for which you want to license.

Samples will not be returned, but will become the property of SMA. A "quality sample" does not have to feature logos of the school for which you are applying, but it does need to feature a logo so we can see how it is applied. It is meant to be an exhibit of the same product that you wish to have licensed so that we can determine the quality and viability of the product. Please attach an additional sheet if needed.

Product Description _____ Approx. Wholesale Price \$ _____

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Product Description _____ Approx. Wholesale Price \$ _____

*** ASI Distributors: Do not leave this information blank. If you do not have a specific product for which you are applying, choose the top five (5) items (in terms of sales, either for the institution(s) for which you are applying or for your overall business) and submit as samples.**

MANUFACTURING INFORMATION

Please provide the following information to the best of your ability. Please do not leave any information blank, and please use "N/A" only when no other answer can be reasonably given.

Have you ever produced merchandise for the institution for which you are applying?

- Yes
- No

If yes, please provide the institution's name and an explanation below:

Who is manufacturing the finished product for which you are applying?

- Internal
- Outsource

If outsource, please provide the following information for the company manufacturing the product. Please attach an additional sheet if needed.

Company Name _____

Contact Name _____

Street Address _____

City, State, Zip _____

Phone (____) _____ - _____ Fax (____) _____ - _____ Toll Free 1(____) - _____ - _____

E-mail _____

Who will be applying the institution's logo to the finished product?

- Internal
- Outsource

If outsource, please provide the following information for the company manufacturing the product. Please attach an additional sheet if needed.

Company Name _____

Contact Name _____

Street Address _____

City, State, Zip _____

Phone (____) _____ - _____ Fax (____) _____ - _____ Toll Free 1(____) - _____ - _____

E-mail _____

MANUFACTURING INFORMATION (Continued)

Method for applying the marks to the products:

- Screen-printing
- Embroidery
- Other (please explain) _____

If approved, how long will it take you to begin production of products bearing school marks?

DISTRIBUTION INFORMATION

Where are you planning to sell your product? (Mark all outlets where you have a strong likelihood of obtaining orders.)

- Alumni Association
- Athletic Department
- University Department
- Other

Please identify each of the distribution channels marked above:

Do you have any pending orders from the above outlets?

- Yes
- No

If yes, please indicate the name of the outlets and products ordered: _____

How many of these products have been ordered? _____

Is the product for resale by the recipient?

- Yes
- No

If the product will be resold, please download the "Standard License Application" and submit for review.

Do you have a copy of the institution's current artwork?

- Yes
- No

If SMA and institution(s) approve your application, the institution may require you to purchase digital artwork for use in product design/development.

Have you had contact with the institution's Licensing Director?

- Yes
- No

Licensing Director's Name _____

PROSPECTIVE LICENSEE STATEMENT

1. I hereby affirm that my answers to the above questions are, to the best of my ability, true, accurate, and complete. Strategic Marketing Affiliates (SMA) will verify information through available resources where applicable. I understand that any license which may be granted to me by SMA will be subject to immediate termination, without the return of any amount paid or the abatement of any amount due, in the event SMA finds that I have supplied false, misleading, fraudulent, or incomplete information.
2. I hereby acknowledge the proprietary nature of all terminology and marks of SMA's clients and I further acknowledge that all rights, title and interest to such terminology and marks belong to each respective client. I agree that I will make no use of any of SMA's clients' marks or terminology without written consent of SMA. I understand the acceptance of this application by SMA does not constitute a license or that such acceptance requires SMA to enter any licensing agreement.
3. I hereby agree that my product or concept submitted upon request will be reviewed and accepted or rejected at the discretion of SMA and its clients.
4. I hereby acknowledge that the submission of any and all product samples is at my expense and that product samples will not be returned.

Strategic Marketing Affiliates has agreed that any product sample(s), mock-up(s), etc. that I submit upon request will be examined for approval only by SMA and the respective client(s). I acknowledge that SMA may license other products similar to mine without obligation to me.

Officer/Agent of Co.: _____

Print Name: _____

Title: _____

Signature: _____

Date: _____

A non-refundable \$75 application fee must be returned with this form in order for SMA to begin processing your application.

Return to:
Strategic Marketing Affiliates
Attn: License Application
8900 Keystone Crossing, Suite 605
Indianapolis, IN 46240
Phone: (317) 669-0808, Fax: (317) 669-0810

INSTITUTION CHECKLIST

Please mark the institution(s) for which you wish to apply.

Arkansas Tech University, Florida Atlantic University, Jackson State University, Loyola Marymount University, Northeastern State University, Pittsburg State University, Southern Illinois University Edwardsville, University of Central Missouri, Valdosta State University and Washburn University, DO NOT ACCEPT the Restricted License Application. Please download the Standard License Application from www.smaworks.com and submit.

√	Institution	Location
	Abilene Christian University	Abilene, Texas
	Alabama A&M University	Normal, Alabama
	Albany State University	Albany, Georgia
	Angelo State University	San Angelo, Texas
	Armstrong Atlantic State University	Savannah, Georgia
	Ave Maria University	Naples, Florida
	Baruch College	New York City, New York
	Belmont University	Nashville, Tennessee
	Bethune-Cookman University	Daytona Beach, Florida
	Binghamton University	Binghamton, New York
	Blinn College	Brenham, Texas
	Bloomsburg University	Bloomsburg, Pennsylvania
	Borough of Manhattan Community College	New York City, New York
	Bridgewater State University	Bridgewater, Massachusetts
	Bronx Community College	New York City, New York
	Brooklyn College	New York City, New York
	Butler University	Indianapolis, Indiana
	Caldwell College	Caldwell, New Jersey
	California State University, Bakersfield	Bakersfield, California
	California State University Channel Islands	Camarillo, California
	California State University, Dominguez Hills	Dominguez Hills, California
	California State University, East Bay	Hayward, California
	California State University, Monterey Bay	Seaside, California
	California State University, San Bernardino	San Bernardino, California
	Carroll College	Helena, Montana
	Castleton State College	Castleton, Vermont
	Cheyney University of Pennsylvania	Cheyney, Pennsylvania
	Cincinnati State Technical and Community College	Cincinnati, Ohio
	City College of New York	New York City, New York
	Clarion University of Pennsylvania	Clarion, Pennsylvania
	Clarkson University	Potsdam, New York
	Clermont College	Batavia, Ohio
	Cleveland State University	Cleveland, Ohio
	College of Staten Island	New York City, New York
	Columbus State University	Columbus, Georgia
	Coppin State University	Baltimore, Maryland
	CUNY The Graduate Center	New York City, New York
	CUNY Graduate School of Journalism	New York City, New York

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√	Institution	Location
	CUNY School of Professional Studies	New York City, New York
	CUNY Law School	New York City, New York
	Dixie State College	St. George, Utah
	Drew University	Madison, New Jersey
	Duquesne University	Pittsburgh, Pennsylvania
	East Tennessee State University	Johnson City, Tennessee
	Elizabeth City State University	Elizabeth City, North Carolina
	Fairfield University	Fairfield, Connecticut
	Fairmont State University	Fairmont, West Virginia
	Fayetteville State University	Fayetteville, North Carolina
	Fitchburg State University	Fitchburg, Massachusetts
	Flagler College	St. Augustine, Florida
	Florida International University	Miami, Florida
	Fort Lewis College	Durango, Colorado
	Fort Valley State University	Fort Valley, Georgia
	Framingham State University	Framingham, Massachusetts
	Francis Marion University	Florence, South Carolina
	Georgian Court University	Lakewood Township, New Jersey
	Georgia Southwestern State University	Americus, Georgia
	Harford Community College	Bel Air, Maryland
	Hostos Community College	New York City, New York
	Hunter College	New York City, New York
	Indiana Univ.-Purdue Univ. Fort Wayne (IPFW)	Fort Wayne, Indiana
	Ithaca College	Ithaca, New York
	Ivy Tech Community College of Indiana	Indianapolis, Indiana
	Jacksonville University	Jacksonville, Florida
	Jacksonville State University	Jacksonville, Alabama
	John Jay College of Criminal Justice	New York City, New York
	Kennesaw State University	Kennesaw, Georgia
	Kingsborough Community College	New York City, New York
	Kutztown University	Kutztown, Pennsylvania
	LaGuardia Community College	New York City, New York
	La Salle University	Philadelphia, Pennsylvania
	Lake Erie College	Painesville, Ohio
	Lamar University	Beaumont, Texas
	Lansing Community College	Lansing, Michigan
	Le Moyne College	Syracuse, New York
	Lehigh University	Bethlehem, Pennsylvania
	Lehman College	New York City, New York

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√	Institution	Location
	Lincoln University	Lincoln University, Pennsylvania
	Lindenwood University	St. Louis, Missouri
	Louisiana State University at Alexandria	Alexandria, Louisiana
	Loyola Maryland University	Baltimore, Maryland
	Macaulay Honors College	New York City, New York
	Massachusetts College of Liberal Arts	North Adams, Massachusetts
	Massachusetts Maritime Academy	Buzzards Bay, Massachusetts
	Medgar Evers College	New York City, New York
	Mercy College	Dobbs Ferry, New York
	Merrimack College	North Andover, Massachusetts
	Millikin University	Decatur, Illinois
	Minnesota State University, Moorhead	Moorhead, Minnesota
	Mississippi Valley State University	Itta Bena, Mississippi
	Missouri Southern State University	Joplin, Missouri
	Missouri Western State University	St. Joseph, Missouri
	Monmouth University	West Long Branch, New Jersey
	Montana Tech of the University of Montana	Butte, Montana
	Morehouse College	Atlanta, Georgia
	New York City College of Technology	New York City, New York
	Newberry College	Newberry, South Carolina
	Niagara University	Niagara University, New York
	Northern Kentucky University	Highland Heights, Kentucky
	Northwest Missouri State University	Maryville, Missouri
	Ottawa University	Ottawa, Kansas
	Pacific University	Forest Grove, Oregon
	Pierpont Community & Technical College	Fairmont, West Virginia
	Plymouth State University	Plymouth, New Hampshire
	Polk State College	Winter Haven, Florida
	Prairie View A&M University	Prairie View, Texas
	Purdue University Calumet	Hammond, Indiana
	Queens College	New York City, New York
	Queensborough Community College	New York City, New York
	Ramapo College of New Jersey	Mahwah, New Jersey
	Rensselaer Polytechnic Institute	Troy, New York
	Rhode Island College	Providence, Rhode Island
	Rider University	Lawrenceville, New Jersey
	Rochester Institute of Technology	Rochester, New York
	Rollins College	Winter Park, Florida
	Rowan University	Glassboro, New Jersey
	Saint Mary's College of California	Moraga, California

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√	Institution	Location
	Salem State University	Salem, Massachusetts
	Samford University	Birmingham, Alabama
	Savannah State University	Savannah, Georgia
	Seattle University	Seattle, Washington
	Shenandoah University	Winchester, Virginia
	Siena College	Loudonville, New York
	Slippery Rock University	Slippery Rock, Pennsylvania
	Southern Arkansas University	Magnolia, Arkansas
	Southwest Baptist University	Bolivar, Missouri
	St. John Fisher College	Pittsford, New York
	St. Lawrence University	Canton, New York
	State College of Florida	Sarasota, Florida
	Stetson University	DeLand, Florida
	Tarleton State University	Stephenville, Texas
	Tennessee State University	Nashville, Tennessee
	Texas A&M University System	College Station, Texas
	Texas A&M Health Science Center	College Station, Texas
	Texas A&M University - Central Texas	Killeen, Texas
	Texas A&M University - Commerce	Commerce, Texas
	Texas A&M University - Corpus Christi	Corpus Christi, Texas
	Texas A&M University - Kingsville	Kingsville, Texas
	Texas A&M University - San Antonio	San Antonio, Texas
	Texas A&M University - Texarkana	Texarkana, Texas
	Texas AgriLife Extension Service	College Station, Texas
	Texas AgriLife Research	College Station, Texas
	Texas Engineering Experiment Station	College Station, Texas
	Texas Engineering Extension Service	College Station, Texas
	Texas Forest Service	College Station, Texas
	Texas Transportation Institute	College Station, Texas
	Texas Veterinary Medical Diagnostic Laboratory	College Station, Texas

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√	Institution	Location
	Texas State Technical Colleges	Waco, Texas
	Troy University	Troy, Alabama
	United States Coast Guard Academy	New London, Connecticut
	United States Merchant Marine Academy	Kings Point, New York
	University of Arkansas-Fort Smith	Fort Smith, Arkansas
	University of Arkansas at Little Rock	Little Rock, Arkansas
	University of Arkansas at Monticello	Monticello, Arkansas
	University of Arkansas Pine Bluff	Pine Bluff, Arkansas
	University of Chicago	Chicago, Illinois
	University of Hartford	West Hartford, Connecticut
	University of Illinois Springfield	Springfield, Illinois
	University of Indianapolis	Indianapolis, Indiana
	University of La Verne	La Verne, California
	University of Maryland, Baltimore County	Baltimore, Maryland
	University of Maryland Eastern Shore	Princess Anne, Maryland
	University of Missouri-Kansas City	Kansas City, Missouri
	University of Montevallo	Montevallo, Alabama
	University of Nebraska at Kearney	Kearney, Nebraska
	University of Nebraska at Omaha	Omaha, Nebraska
	University of New Haven	West Haven, Connecticut
	University of North Alabama	Florence, Alabama
	University of Saint Francis	Fort Wayne, Indiana
	University of South Alabama	Mobile, Alabama
	University of South Carolina at Aiken	Aiken, South Carolina
	University of South Carolina at Beaufort	Beaufort, South Carolina
	University of South Carolina Upstate	Spartanburg, South Carolina
	University of Southern Maine	Portland, Maine
	University of Tampa	Tampa, Florida
	University of the Incarnate Word	San Antonio, Texas
	University of Toronto	Toronto, Ontario, Canada
	University of Virginia's College at Wise	Wise, Virginia

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√	Institution	Location
	University of West Florida	Pensacola, Florida
	The State University of New York at Potsdam	Potsdam, New York
	The University of Texas at Arlington	Arlington, Texas
	The University of Texas at Brownsville	Brownsville, Texas
	The University of Texas at Dallas	Dallas, Texas
	The University of Texas - Pan American	Edinburg, Texas
	The University of Texas of the Permian Basin	Odessa, Texas
	The University of Texas at San Antonio	San Antonio, Texas
	The University of Texas at Tyler	Tyler, Texas
	The University of Texas Health Science Ctr. Houston	Houston, Texas
	The University of Texas Health Science Ctr. San Antonio	San Antonio, Texas
	The University of Texas Medical Branch Galveston	Galveston, Texas
	The University of Texas Southwestern Med. Ctr. Dallas	Dallas, Texas
	Upper Iowa University	Fayette, Iowa
	Utah Valley University	Orem, Utah
	Virginia State University	Petersburg, Virginia
	Wagner College	Staten Island, New York
	Wesleyan University	Middleton, Connecticut
	West Texas A&M University	Canyon, Texas
	Westfield State University	Westfield, Massachusetts
	Westminster College	Salt Lake City, Utah
	West Virginia State University	Institute, West Virginia
	Whittier College	Whittier, California
	Worcester State University	Worcester, Massachusetts
	York College	New York, New York

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√	Conference	Location
	Atlantic Sun Conference	Macon, Georgia
	Big Sky Conference	Ogden, Utah
	Central Atlantic Collegiate Conference (CACC)	New Haven, Connecticut
	City University of New York Athletic Conference	New York City, New York
	Eastern College Athletic Conference	Centerville, Massachusetts
	ECAC Hockey League	Albany, New York
	Great Lakes Valley Conference	Indianapolis, Indiana
	Horizon League	Indianapolis, Indiana
	Little East Conference	North Dartmouth, Connecticut
	Liberty League	Canton, New York
	Lone Star Conference	Richardson, Texas
	Massachusetts State College Athletic Conference	Westfield, Massachusetts
	MIAA	Kansas City, Missouri
	Pacific West Conference	Honolulu, Hawaii
	Peach Belt Conference	Augusta, Georgia
	Southern California Intercollegiate Athletic Conference	Los Angeles, California
	Southern Intercollegiate Athletic Conference (SIAC)	Tucker, Georgia
	Southland Conference	Plano, Texas
	Southwestern Athletic Conference	Birmingham, Alabama
	The Summit League	Elmhurst, Illinois
	Sunshine State Conference	Winter Park, Florida

√	Program	Location
	Georgia High School Association	Thomaston, Georgia
	St. Anthony's High School	Jersey City, New Jersey