



U.S. AIR FORCE/U.S. SPACE FORCE BUSINESS SUMMARY

It is mandatory to submit a complete business summary each year to the Air Force & Space Force Intellectual Property Management Office. The business summary package reflects back on the past year with our Brands and looks forward to the upcoming years.

Items marked with an asterisk (*) are compliance items from your license agreement.

The completed package should be marked “Confidential” and emailed to licensing@us.af.mil. (Please keep the file size below 10 MB.)

Following the outline below, answer each bulleted item beneath the 11 headers.

1. Company

a) Give a brief description of your company, including your company’s mission, any involvement in community outreach/volunteerism, and your products’ target audience(s).

2. Products

- a) Did your Air Force/Space Force-branded product line meet your expectations? Why or why not?
b) Submit a spreadsheet of your current Air Force/Space Force inventory. Indicate on the spreadsheet if each product has a source document showing its approval.* (This is most easily accomplished by providing the InSight submission ID number for the product.). For any product missing approval, upload a mockup of the item into the approval portal for our review.

3. Market Analysis

- a) Tell us about total sales (not just Air Force/Space Force) reported for your industry last year and your percentage of those sales.
b) Identify your top ten products. (Does not have to be Air Force/Space Force products.)

4. Sales Analysis

- a) Provide your total annual sales of Air Force-branded merchandise for each category.
b) Provide your total annual sales of Air Force-branded merchandise for each distribution channel.
c) Provide your total annual sales of Space Force-branded merchandise for each category.
d) Provide your total annual sales of Space Force-branded merchandise for each distribution channel.
e) Provide a good faith estimate of net sales, by distribution channel, for the calendar year (2021) for Air Force-branded merchandise.
f) Provide a good faith estimate of net sales, by distribution channel, for the calendar year (2021) for Space Force-branded merchandise.
g) List your minimum royalty guarantee (found in the Licensee Rights Appendix in your license). Identify if you did or did not meet the minimum sales and the MRG. **Waived for 2020 due to the pandemic.**

5. Sales Strategy

- a) Describe your current sales strategy. Include a comprehensive list of all companies you currently use in each distribution channel for your Air Force/Space Force merchandise.*
- b) Identify your top two distribution channels for Air Force/Space Force merchandise (by quantity sold) for the previous year.
- c) Explain how your sales strategy will evolve in the upcoming year. How will you increase your sales of Air Force/Space Force merchandise? Identify any barriers to gaining market shares.

6. Air Force/Space Force Merchandise Marketing

- a) Describe how you implemented your Air Force/Space Force promotional commitment into your marketing/advertising budget last year.* (Your minimum promotional commitment can be found in the Table of Exhibits in your license.)
- b) List any trade shows where you displayed/promoted your Air Force/Space Force merchandise. Include photos of Air Force/Space Force products on display, if available.
- c) Identify any additional avenues you will use in the upcoming year to market your Air Force/Space Force merchandise.

7. Social Responsibility

- a) Attach a copy of all current social compliance audits for overseas factories (or membership credentials) as required by your Manufacturer's Agreement.***

8. Quality Control

- a) Describe your quality control process.
- b) Describe your process for preventing unauthorized manufacturing/selling of Air Force/Space Force products by your manufacturers.
- c) Provided an electronic copy of your most recent Certificate of Insurance that names the Department of the Air Force as an additional insured.
- d) List any retailer/consumer inquires and feedback related to your Air Force/Space Force product line.*

9. Historical Analysis

- a) How was your experience with the Air Force/Space Force Brands during the previous year? Consider ability to meet minimum royalties, challenges faced selling the Brand, support from the Air Force/Space Force licensing staff, ease of entering the distribution channels, etc.

10. Goals

- a) Share the goals for the upcoming year for Air Force/Space Force merchandise.
- b) If you have any new products you'd like to introduce to the market, download/include the ["New Merchandise Request"](#) from our website's Resources page. Provide justification on why our office should incorporate these new product(s) into our licensing program and upload the mockup into the approval portal.
- c) If you have any new distribution channels you'd like for us to consider adding to your license download/include the ["Distribution Channel Worksheet"](#) from our website's Resources page. Provide justification on why our office should expand your license to include these channels.
- d) If you have any new manufacturers you'd like for us to consider adding to your license, download/include the ["New Manufacturer Request"](#) from our website's Resources page.
- e) If you have any new properties you'd like for us to consider adding to your license, include it in this section. Provide justification on why our office should expand your license to include these properties.

11. Supplemental/Supporting Documents

- a) Submit any documents you feel supports your business summary.