

Purchasing News

Exclusive sponsorship contract with Coca-Cola

The University and Virginia Tech Services, Inc. have entered into exclusive sponsorship contracts with the Coca-Cola Company. This is a ten year agreement. The agreement specifies that the university will purchase beverages exclusively from Coca-Cola and not from competing brands. Coke has exclusive advertising and sampling rights on campus. As a result of this agreement, you will also see Coke products co-branded with VT logos on beverage products in the commercial marketplace.

As a result of our agreement, Coca-Cola will be providing the university with financial support, marketing support and preferential pricing on their products.

There are some exceptions to the exclusivity of Coke products. Culinary services will still be able to sell some specific brands of soda such as Pepsi and Dr. Pepper. VT Services' Bookstore and convenience stores will also be able to sell other brands of soda, teas, and specialty waters, etc. Further, this contract applies to the Blacksburg campus only. It does not apply to off-campus locations, even though these locations are a part of the university.

The important thing to know is that if your campus organization is purchasing sodas to be used for any purpose on campus, such as for a reception or meeting, or is seeking sponsorship in the form of donations or support for any on-campus event, you must deal exclusively with Coke and must not work with any other beverage supplier.

Persons who are knowledgeable of the contract and its provision are Jim Dunlap in Purchasing, Rick Johnson in Culinary Services, and David Chambers in Athletics. Please contact any of these people if you have any questions. For any questions related to vending service, please contact Don Williams, at Virginia Tech Services. Thank you for supporting this valuable sponsorship agreement.

Virginia Tech Purchasing Department

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*Maintained by: **Debra Bales***

VIRGINIA TECH