



Estes Park at 100: Celebrate the Vision Product Application for Logo and Slogan Use

Using the Logo for Products

All products using the Centennial Celebration logo and slogan “Estes Park at 100: Celebrate the Vision” must be approved by the Centennial Celebration Team before production. Use of the Centennial Celebration logo and slogan covers the following categories of products:

- Retail products, whether procured from a manufacturer or supplier or produced by the retailer
- Market, promotion or informational materials, including in newspapers, magazines, newsletters, brochures, leaflets, posters, websites, signs, video, or mail
- Centennial-themed commercial services including tours and other activities

The product supplier (business or person who makes the product) must enter into an agreement covering appropriate use and fees (see **Appendix A**). All fees generated will be dedicated to fund a legacy project for park improvements and rededication of the Knoll-Willows Open Space downtown as Centennial Open Space at the Knoll-Willows, which will have a lasting impact on Estes Park. Other projects may be considered as funding allows. Donations in addition to fees are appreciated.

Items and the required form (**Appendix A**) will be submitted to the Centennial Celebration Team. Contact will be made within approximately seven business days of receipt of a complete application. The Centennial Celebration Team reserves the right to approve or disapprove any product submitted. Submitted prototype samples are required and will not be returned.

Once approval is granted and all forms are signed and submitted, the official high resolution Centennial Celebration logo will be provided, for product creation and sales. If disapproved, the product may not use the Centennial Celebration logo. Generally offensive products will not be considered.

The wholesaler, distributor, or sales representative may begin selling approved products and services state-and nationwide once approved. Products cannot be sold to customers until after Nov. 1, 2016, with the exception of calendars, and may be continued to be sold after the centennial year ends.

Retail Point of Sale Announcements

Language used to describe Centennial Celebration contributions from sales should be displayed on a standard Point of Sale poster or announcement (*see below*). This would consist of a banner which would identify participation of the retailer (*Estes Park Centennial Celebration Products Sold Here*) and an informational poster. These banners and posters are standard and identical to promote recognition and marketing continuity to visitors as they visit various retail locations.



Fees for Logo and Slogan Use

Retail items:

- A minimum of 5% of the wholesale cost of the retail item

Market, promotion or informational materials:

- If you are a non-profit, there is no fee
- If you are a for-profit, there is one-time \$50 fee

Centennial-themed services including tours and other activities:

- A minimum of 5% of the proceeds of the commercial service

All fees may be considered as contributions to the Centennial legacy project and are tax deductible to the extent allowed by law.

Approval and Quality Control

Use of the Centennial Celebration logo and slogan requires prior approval of the Centennial Celebration Team in all instances.

To obtain approval, complete Appendix A and submit it via mail or email to the address listed below. Contact will be made within approximately 7 business days following receipt of complete applications. Permission to use the Centennial logo and slogan will be granted in writing.

Name: David Hocker
1125 Rooftop Way
Estes Park, CO 80517

Telephone: 970-577-3905
Email: EstesPark100@estes.org

Appendix A: Agreement for Centennial Logo and Slogan Use

I would like to apply for a non-exclusive, non-transferable license and permission to use and display the Centennial logo and slogan as described below and subject to the payments, terms and conditions established by the Estes Park Centennial Team.

1. This application for permission to use the Estes Park Centennial Celebration logo and slogan is in respect to:

Retail items, whether procured from a manufacturer or supplier or produced by the retailer. Please briefly describe.

Market, promotion or information uses through: newspapers, magazines, newsletters, brochures, leaflets, posters, websites, signs, video, or mail. Please briefly describe.

Centennial-themed tours and other commercial services and activities. Please briefly describe.

2. The approximate date/expected period of use of the logo is _____

3. The intended reproduction of the logo is in _____

Color

Black only

White only (reversed in a dark background color)

4. A mock-up/sample layout of the intended logo application is attached?¹ Yes No

5. A prototype sample of the retail item and/or a photograph of the item are attached for review? Yes No

6. I agree to donate ___% (minimum of 5%) of the wholesale costs from the above mentioned products to the Estes Park Centennial Celebration legacy project.

¹ Either a mock-up or a prototype must be submitted with your application.

I agree to donate \$____ (minimum of \$50 for-profit business; no minimum non-profit) for use on marketing, promotional or informational materials).

7. I agree to the following payment terms and conditions for vendors that produce items approved for licensing by the Centennial Celebration Team:
- a) Purchase order arrangements will be made between the licensee that produces the Centennial Celebration product and the retailer who will sell the product.
 - b) The percentage of payment, per order, is determined by the licensee, being no less than 5%. Purchase order total used to determine license fee should not include shipping or handling charges. Licensee will include appropriate invoice documentation with payment for license fee accountability.
 - c) Licensing fee will be made to the Centennial Celebration through the Town of Estes Park no later than 30 days upon receipt of payment toward the transaction invoice by the retailer.

All checks should be made out to: “Town of Estes Park” and please note “Centennial Celebration Legacy Project” in the memo.

All checks should be mailed to: Finance Department/Centennial Celebration
 c/o Debbie McDougall
 Town of Estes Park
 P.O. Box 1200
 Estes Park, CO 80517

8. I furthermore agree to the following terms and conditions:
- a) The Licensee shall not make any alterations to the logo, or adapt the logo as part of another graphic symbol or mark.
 - b) The Licensee shall use the logo in accordance with specifications and purpose set out on Appendix A of this undertaking.
 - c) The Licensee shall not grant permission to any other person to use the logo and slogan.
 - d) The Licensee acknowledges that the Centennial Celebration Team assumes no liability in respect of the licensee use of the logo.
 - e) The Centennial Celebration Team reserves the right to terminate logo and slogan usage immediately if there is a breach with paragraphs 1, 2, and 3 noted above.
 - f) The licensee hereby accepts all of the conditions with respect to the use of the logo as set out in paragraphs 1 to 7.
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Agreement to Terms and Conditions

I agree to the above payments and terms and conditions:

Business/ Organization name:

Name of Applicant:

Signature of Applicant:

Mailing Address:

Email (where logo is to be sent):

Phone Number:

Approval of License Agreement

The Estes Park Centennial Celebration Team hereby grants to the party identified above, the "Licensee", a one-time use, non-exclusive, non-transferable license and permission to use and display the logo and slogan subject to the party agreeing to the above terms and conditions:

APPROVED:

DATE:

Title

DENIED:

DATE:

Title