



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 a Centennial Park at Knoll-Willows Open Space, 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: Kayla Downey
Town of Estes Park Utilities Department
Mailing Address: P.O. Box 1200
Physical Address: 170 MacGregor Avenue
Estes Park, CO 80517

Telephone: 970-577-3627
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.

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

I have enclosed the minimum \$50 licensing fee, this is required when the application is submitted.

I acknowledge the minimum 5% of the wholesale costs for the above mentioned products to the Estes Park Centennial Celebration legacy project is due 30 days after the application.