



Ohio, Kentucky and Indiana

### TRADEMARK USAGE AGREEMENT

Make-A-Wish® appreciates your interest in helping us grant the wishes of children with life-threatening medical conditions. We are delighted you have chosen us to be the beneficiary of your fundraising efforts.

Please complete this proposal in its entirety and indicate your acceptance of the terms and conditions herein by returning a signed copy to us.

### Sponsor Information

Sponsor: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Name of contact person: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone :(\_\_\_\_\_) \_\_\_\_\_

Event/Project Name: \_\_\_\_\_

Description of Use:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Promotion: Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

After this agreement is completed, we will forward to you our Trademark Usage Guidelines. This document will include the information needed to access downloadable logotypes and graphic standards for the Make-A-Wish Foundation. Permission to use these graphics is limited to one time use only for the purpose specified above.

#### Use of the Marks:

Sponsor acknowledges: (a) that the Make-A-Wish Foundation® of Ohio, Kentucky and Indiana is a licensed chapter of the Make-A-Wish Foundation® of America, the owner of certain federally registered and common law trademarks, service marks and trade names including Make-A-Wish, Make-A-Wish Foundation and the swirl-and-star logo (collectively, the “Marks”); and (b) that Sponsor’s use of the Marks is for the benefit of Make-A-Wish. Sponsor recognizes the need and agrees to maintain high standards in promoting, producing and conducting the fundraiser, for the protection and enhancement of the Marks and the goodwill associated therewith.

**Prior Approval Required:**

Sponsor understands and agrees that any use of the Marks is subject to the prior written approval of Make-A-Wish, such approval not to be unreasonably withheld. Accordingly, Sponsor agrees to submit to Make-A-Wish for approval of all print and digital marketing materials (e.g., flyers, invitations, T-shirts, web pages, social media, etc.) that contain the Marks, as well as all publicity releases and advertising relating to the fundraiser, prior to the production, distribution, broadcast, or publication thereof. **Sponsor understands that 3-5 business days are needed for approval process.**

**Specific Prohibitions/Restrictions:**

Sponsor understands and agrees that the Marks:

- (a) may not be altered in any way, nor may they be sublicensed to any other person;
- (b) may not be used in connection with any telemarketing or door-to-door solicitations;
- and/or (c) may not be used in conjunction with terminology that is contrary to the mission of Make-A-Wish (including, but not limited to phrases like “terminal illness,” “dying children,” “last wish,” etc.).

Sponsor further acknowledges that, because its license to use the Marks is limited to the geographic territory served by our chapter, it may not solicit cash or in-kind donations outside such territory, nor may it use the Marks on the Internet and/or in conjunction with any newswire services without prior written approval from Make-A-Wish.

Any questions regarding the use of the name and Marks should be directed to Digital Media & Marketing Manager Maddie Lange at (614)763-6240 or maddiel@makeawishohio.org.

If the terms and conditions set forth herein meet with your approval, please indicate your acceptance by signing in the space provided below and returning a fully-executed copy to us. *[Note: Your license to use the Make-A-Wish name and Marks will not become effective unless or until we receive a signed copy of this letter agreement from you.]*

**ACCEPTED** and **AGREED** this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

**Sponsor Authorized Representative: Make-A-Wish Authorized Representative:**

\_\_\_\_\_  
*Signature of authorized representative of Sponsor*

\_\_\_\_\_  
*Signature of authorized representative of Make-A-Wish Foundation*

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date