



WHAM LOGO USE POLICY

The Women's Hockey Association of Minnesota ("WHAM") WHAM Logo (the "WHAM Logo") is the property of WHAM. Use of the WHAM Logo is not permitted without the expressed written consent of the WHAM Board of Directors (the "Board").

Companies, individuals or organizations that wish to use, reprint, reproduce or display the WHAM Logo on electronic media (e.g. websites), written material (e.g. brochures, posters, letters, flyers) or products (e.g. apparel, bags, trophies, plaques, promotional items), must obtain prior written consent from the WHAM Board prior to doing so.

APPLICATION: All applicants must fill out the attached WHAM Logo Use Application Form. If the Board approves the application, such approval is good for a period of up to one (1) year (the "Use Term"), as determined by the Board.

RENEWAL OF USE TERM: After the expiration of the Use Term, the applicant may renew its relationship with WHAM by submitting a new WHAM Logo Use Application Form.

ONE TIME FEE FOR USE: Use of the WHAM Logo by an applicant for reproduction on products or items that will be sold to third parties (e.g. apparel) will require a one-time, non-refundable, use fee of \$100 (the "WHAM Use Fee"). Requests for uses of the WHAM Logo on media that will not be sold to third parties by the applicant may not be required to pay WHAM Use Fee as determined by the WHAM Board, from time to time, upon review of the WHAM Logo Use Application Form.

USE OF THE WHAM LOGO: Upon approval by the WHAM Board, and payment of the WHAM Use Fee, as applicable, the applicant will be linked and designated on the WHAM website as an approved provider of products with the WHAM Logo. Use of the WHAM Logo is restricted to the items approved on the WHAM Logo Use Application Form, and for the time period designated on the WHAM Logo Use Application Form. The WHAM Board reserves the right to cancel permission for WHAM Logo use at any time by notifying the applicant in writing.

CHANGES OR ADDITIONS TO USE OF WHAM LOGO DURING THE USE TERM: If the applicant desires to add, modify or change its use of the WHAM Logo apart from the uses approved by the Board, the applicant shall submit a subsequent WHAM Logo Use Application Form requesting approval for the desired additions, modifications or changes.

To renew or request permission to use, reprint, reproduce or display the WHAM Logo, complete the WHAM Logo Use Application Form (located at www.whamhockey.org and look for WHAM Logo Use Application link) and submit it to the WHAM mailing address located on the website or email it to president@whamhockey.org.



WHAM LOGO USE APPLICATION FORM

Applicant Name: _____ Title: _____

Company/Organization/Team: _____

Address: _____

City, State, Zip Code: _____

Phone: _____ Email: _____

Permission is being requested to use (reprint, reproduce or display) the WHAM Logo on the following:

Electronic media; describe: _____

Written media; describe: _____

Products/items that will be sold by the applicant; describe: _____

Products/items that will not be sold by the applicant; describe: _____

Use of the WHAM Logo is being requested for:

One time use; describe: _____

Multiple/on-going uses; describe: _____

Comments: _____

Applicant Signature

Date

To be completed by WHAM

This application for use of the WHAM Logo has been:

Denied

Approved; no fee; for the time period from ___/___/_____ to ___/___/_____.

Approved pending receipt of use fee (made payable to WHAM) of \$_____ for the time period from ___/___/_____ to ___/___/_____.

Comments/limitations: _____

WHAM President Signature

Date