

LICENSEE APPLICATION NON-SALEABLE USES



For use of the Pennsylvania Wilds logo on non-saleable products such as websites, event banners, brochures and rack cards, signage, etc.

Got the wrong application?
Find the one for **saleable** uses at
www.pawildscenter.org

LICENSEE INFORMATION

Licensee _____

Address _____

County _____

Phone & Fax _____

Email _____

Contact Name and title _____

TYPE OF APPLICANT

- Non-profit
- Club or other group
- Business
- Event Coordinator
- Municipality or other government body
- Other: _____

PROPOSED USE OF LOGO

- Website
- Print marketing materials
- Event banners
- Permanent signage
- Other: _____

PROPOSED FIRST USE DATE

Month/Year _____

LENGTH OF USE

- Single event
- Repeat event
- Ongoing
- Other _____

ABOUT YOU

Please describe why you want to use the PA Wilds logo. _____

Who is your audience? _____

For events, what is the name and length of your event and how many participants do you expect to draw? (Attendance numbers do not impact approval but could influence promotional efforts by partners) _____

Check all that apply: My event/organization/business/operation is involved in:

- Conservation/Stewardship efforts – internal actions/ practices within my organization
- Conservation/Stewardship efforts – external, involves public messaging and advocacy actions
- Outdoor recreation
- Arts
- Heritage
- Tourism
- Community Giving
- Other (_____)

ABOUT YOU

Please circle yes or no to the following questions so we can better serve you. These questions do not influence the approval process; they are designed to guide our actions after logo approvals are made.

Are you interested in learning more about how to obtain PA Wilds-branded merchandise such as T-shirts, hats and bumper stickers at wholesale prices for sale at your event or organization? Yes / No

If your application is approved, is it OK with you if we announce through our social media networks (facebook.com/pawildsTreps and @pawildsTreps) that you have been approved and describe the use? Yes / No

If you are approved for logo use, would you like us to share your application with your local visitor bureau and pawilds.com, our regional tourism website, for possible free inclusion and promotion through those networks? Yes / No

Would you like to learn more about paid advertising opportunities with pawilds.com or PA Wilds publications such as the PA Wilds Fishing Guide, PA Wilds Outdoor Discovery Map, and Motor around the PA Wilds? Yes / No

If you responded yes, please indicate which publications you are interested in _____

Would you like us to sign you up for our free monthly e-newsletter? Yes / No
If yes, what email would you like us to send it to? _____

YOUR RESPONSIBILITY AS A LICENSEE

I understand the PA Wilds logo is a trademarked and copyrighted property that has economic value to many businesses and organizations in the Pennsylvania Wilds region, and that if this application is approved it is my responsibility to use the brand in an appropriate way. I promise to abide by the standards laid out in the PA Wilds Brand Book.

Initial _____

I understand this application is for non-saleable uses of the logo and not for any merchandising activities.

Initial _____

SUBMITTED BY

Name, Title: _____

Date: _____