



# USING THE PA WILDS LOGO

## Licensing Program Guidelines

### PURPOSE

The PA Wilds Licensing Program provides a way for businesses and organizations to apply to use the PA Wilds logo on merchandising and marketing products to help them leverage their business and community development efforts.

### TWO MAIN TYPES OF USES

**Marketing Uses** include applying the logo to business or event websites, banners, rack cards and other marketing materials not sold in the marketplace. There is no cost for this type of use but a membership (free) in The Wilds Cooperative of PA ([www.WildsCoPa.org](http://www.WildsCoPa.org)) and a one-page application is required. Approval takes about one week.

**Merchandising Uses** include applying the logo to t-shirts, food and beverage labels, jewelry and other merchandise to be sold to customers. These types of uses require a contract and membership in The Wilds Cooperative of PA ([www.WildsCoPa.org](http://www.WildsCoPa.org)). A standard royalty is collected (4.5 percent on retail or 9 percent on wholesale). Royalties go to support the work of the PA Wilds Center for Entrepreneurship (PA Wilds Center), a regional non-profit dedicated to marrying conservation and economic development in a way that strengthens and inspires communities in the Pennsylvania Wilds.

### ELIGIBILITY

Businesses, organizations and individuals serving the PA Wilds region may apply for Marketing or Merchandising use of the logo. Participants must be a Wilds Cooperative member and must adhere to standards laid out in the PA Wilds Brand Book.

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"Royalties are an important revenue stream for our nonprofit – they allow us to continue to grow the Wilds as a destination and lifestyle brand to benefit our region's businesses, communities and public lands. Nothing makes us happier than seeing our brand out there on great products with thoughtful sourcing that consumers love that help our businesses thrive."

*Tataboline Enos, Founder & CEO  
PA Wilds Center for Entrepreneurship*

## HOW TO APPLY

Applications for merchandising and marketing logo uses can be found at [www.pawildscenter.org](http://www.pawildscenter.org). Click on “Programs and Services” and select “Use the PA Wilds Brand.”

The PA Wilds Center welcomes the opportunity to meet with companies exploring saleable uses of the PA Wilds logo. Contact us today to learn more about the logo property, to discuss ideas or talk about next steps. Contact: Hannah Brock, Brand and Licensing Partnership Manager, at [licensing@pawildscenter.org](mailto:licensing@pawildscenter.org) or 800-895-1376 x404.

## WHAT TYPES OF PRODUCTS ARE ELIGIBLE

All ideas are welcome. Some of the things we look at when reviewing merchandising concepts is if the product fits and helps grow the Pennsylvania Wilds brand; if similar PA Wilds-branded products already exist in the marketplace; sellability; economic impact; sourcing; and customer service.

## PROCESS FOR APPLYING

### *Marketing Uses*

Applicants seeking to use the logo on non-saleable items such as a business website, event banner or rack card should fill out a “Licensee Application – Marketing Uses,” which can be found at [www.pawildscenter.org](http://www.pawildscenter.org). There is no royalty associated with marketing uses. Typically, these requests can be processed within a week. Once approved, the Brand and Licensing Partnership Manager will send applicants an email containing our Brand Book document and digital images of the logo. Licensees will be required to submit a sample of the design that includes the logo for approval before the logo can be used.

### *Merchandising Uses*

Applicants seeking to use the logo on saleable products must fill out a “Licensee Application – Merchandising Uses,” which can be found at [www.pawildscenter.org](http://www.pawildscenter.org). There is a royalty associated with saleable uses of the logo (4.5 percent on retail or 9 percent on wholesale), and licensees must be a member of The Wilds Cooperative of PA ([www.WildsCoPA.org](http://www.WildsCoPA.org)). Applicants will be contacted within two weeks of submitting an application but should allow 30-90 days for application review and contracting.

The PA Wilds Center for Entrepreneurship welcomes the opportunity to meet with companies interested in licensing the PA Wilds logo for use on saleable products. Serious candidates are encouraged to contact us to discuss the PA Wilds logo property and the steps involved in participating in this program. To schedule a meeting, Hannah Brock, Brand and Licensing Partnership Manager, at [licensing@pawildscenter.org](mailto:licensing@pawildscenter.org).

## HOW ROYALTIES ARE APPLIED

Royalties collected through this program go to support the work of the PA Wilds Center, a regional nonprofit, whose mission is to integrate conservation and economic development in a way that strengthens and inspires communities in the Pennsylvania Wilds.

The PA Wilds Center does not require participants in this program to pay an advance or minimum royalty, or to make additional royalty payments toward a marketing fund. Sublicensing is prohibited.

Royalties under this program are applied to net sales. “Net Sales” for this program are defined as:

*Licensee’s gross sales (the gross invoice billed customers) of Licensed Products, less taxes, shipping charges, quantity trade discounts actually shown on the invoice and, further, less any bona fide returns (net of all returns actually made or allowed as supported by credit memoranda actually issued to the customers.). In no event may the total credit taken by Licensee for all discounts and returns taken during any Royalty Period exceed 10 percent of the gross sales of Licensed Products for such Royalty Period. No credit will be permitted for cash or early payment discounts or allowances. No other costs incurred in the manufacturing, selling, advertising and distribution of the Licensed Products shall be deducted nor shall any deduction be allowed for any uncollectible accounts or allowances.*

Royalty rates are provided for the different ways products are sold in the marketplace. Rates are 9 percent on wholesale pricing (Domestic) or 4.5 percent on retail pricing (Direct to Consumer) categories. A brief explanation of these and other categories are described below. If you need help identifying where your product fits, please contact us for assistance.

**Domestic:** Most traditional wholesalers fall into this category. These are products sold on a domestic basis through conventional channels of distribution, typically domestic warehouses to a distributor or directly to a retailer.

*Example: A t-shirt printing company obtains a License Agreement to produce PA Wilds-branded t-shirts. The shirts are sold wholesale to retailers in the region. If shirts are sold for \$8 each wholesale, the royalty per shirt is:  $\$8 \times .09 = \$0.72$ . PA Wilds Center invoices the t-shirt printing company quarterly and they pay the royalty based on units sold. If no units have been sold, no royalty is due.*

**Most Licensees  
Adjust Their Selling  
Price to Absorb the  
Royalty Cost**

**Direct to Consumer (Direct):** Some licensees sell their licensed products directly to consumers through their own mail order catalogs, stores or websites. Since the retail selling price is typically higher than the wholesale price, the royalty rate is adjusted.

*Example: A winery makes a special PA-Wilds branded wine, using the PA Wilds logo front and center on the wine label. The wine is sold directly to customers at their winery location at a retail price of \$12 per bottle.  $\$12 \times .045 = \$0.54$  royalty per bottle. PA Wilds Center invoices the winery quarterly and they pay the royalty based on units sold. If no units have been sold, no royalty is due.*

**Split:** For cases where the PA Wilds logo is a secondary element on a saleable product.

*Example: An outfitter makes a scenic calendar with their logo on the front of the calendar. The Pennsylvania Wilds logo is used as a secondary element on the cover, a quarter of the size of the main graphic element. They sell the calendar for \$4.95 wholesale and \$9.95 retail and. The split royalty can be applied to the wholesale  $\$4.95 \times \$.04$  or retail  $\$9.95 \times \$.02$  price of the calendar. PA Wilds Center invoices the Outfitter quarterly and they pay the royalty based on units sold. If no units have been sold, no royalty is due.*

## **CURRENT ROYALTY RATES:**

Domestic (wholesale): 9%

Direct (retail): 4.5%

Split: 4% wholesale, 2% retail

## **HOW ROYALTIES ARE PAID**

Royalties will be collected quarterly per the License Agreement. PA Wilds Center will provide Licensees with a specific royalty reporting format. If Licensees have high volume sales and an approved reporting system, they are not required to use the supplied format. Royalty reports that are submitted must provide the PA Wilds Center the information necessary to understand the scope of sales and the earned royalty obligation. Royalties are due net 30 after PA Wilds Center invoices for them. Checks and credit cards are accepted.

## SOURCING CONSIDERATIONS

The Pennsylvania Wilds is a premier outdoor recreation destination. It is also a grassroots movement – an effort by dozens of people and organizations to grow the region’s nature and heritage industry as a way to create jobs, diversify local economies, inspire stewardship and improve quality of life.

The sourcing of products is an important component of our brand. Where possible, products should be sourced in whole or in part in Pennsylvania or in the U.S.A. Products should be sourced sustainably and responsibly. Products should be eco-friendly and produced in a humane way.

## CREATIVE CONSIDERATIONS

Licensees will be required to submit product designs to the PA Wilds Center for approval prior to starting production. All designs must adhere to the standards defined in the PA Wilds Brand Book. The document can be found at [www.pawildscenter.org](http://www.pawildscenter.org).

Licensees are prohibited from modifying the PA Wilds logo from its form as laid out in the Brand Book.

Licensees who are Professional Level Juried Artisan or a Creative Industries Partner with the Wilds Cooperative of PA, are permitted to do artistic renderings of the PA Wilds logo for potential licensing purposes. Such renderings must still meet the spirit of the brand as defined in the PA Wilds Brand Book to be approved for a License Agreement and, ultimately, for production.

## BRAND HISTORY

In 2003, a groundbreaking partnership effort was launched to grow nature and heritage tourism across 12 ½ counties of rural PA as a way to create jobs, diversify local economies, inspire stewardship and improve quality of life. With more than two million acres of public land, two National Wild & Scenic Rivers, the largest wild elk herd in the Northeast and some of the darkest night skies in the country, the region was in a position to grow this industry, which nationally accounts for about \$887 billion annually in consumer spending.<sup>1</sup>

In the early 2000s, the PA Dept. of Community & Economic Development worked with local partners and invested more than \$5 million to develop a brand for the region—the Pennsylvania Wilds—and market it in national media.<sup>2</sup> At the same time, the PA Dept. of Conservation & Natural Resources made major tourism infrastructure investments across the region,<sup>3</sup> including strategic community grant investments and building new destination facilities to help interpret the region’s main attraction: its wilderness. These investments included the Elk Country Visitor Center, Bald Eagle Nature Inn, Sinnemahoning Wildlife Center, Kinzua Bridge State Park Sky Walk and upgrades at many other state park and forest facilities.<sup>4</sup> DCNR’s assets are regularly listed as star attractions in the region.<sup>5</sup>

A mature framework of local, state and federal partners from the public and private sectors quickly grew up around the movement and still carry it on today. PA Wilds Center is the coordinating nonprofit for this landscape-level effort, working with these many stakeholders to offer local businesses and communities an evolving menu of strategic programs related to community character stewardship, youth outreach, regional marketing, small business development and more. The Wilds effort is generational and has been called by experts "one of the single greatest rural, natural resource-based economic development programs in the United States ... it's about taking what's special and making it valuable."

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<sup>1</sup>Outdoor Industry Association, "The Outdoor Recreation Economy: Take it Outside for American Jobs and a Strong Economy," Boulder, CO, 2017. <<https://outdoorindustry.org/resource/2017-outdoor-recreation-economy-report>>

<sup>2</sup>PA Wilds Planning Team, "Making An Impact: 2010 Update on the Pennsylvania Wilds Initiative," April 2010, p 6.

<sup>3</sup>PA Wilds Planning Team, "Making An Impact: 2010 Update on the Pennsylvania Wilds Initiative," April 2010, p 3-6.

<sup>4</sup>PA Dept. of Conservation & Natural Resources, "Outdoor Recreation in the 21st Century: The Pennsylvania Wilds," Austin, Texas, Fermata, 2005. <[http://www.dcnr.state.pa.us/cs/groups/public/documents/document/dcnr\\_001697.pdf](http://www.dcnr.state.pa.us/cs/groups/public/documents/document/dcnr_001697.pdf)>

<sup>5</sup>PA State Tourism Office, "Pennsylvania's Annual Traveler Profile: 2013 Travel Year," Longwoods International, 2014 119-121

In 2007, the Pennsylvania Wilds was established by law as one of the Commonwealth's 11 tourism regions. The region is also one of the Commonwealth's seven Conservation Landscapes because of its unique natural assets. Visitors spend an estimated \$1.8 billion in the region annually, according to statistics from the State Tourism Office. As the region's reputation as an authentic outdoor recreation destination has grown, so too has interest in producing, selling and buying PA Wilds-branded hats, t-shirts and other merchandise. This has created a new opportunity for businesses to leverage the Pennsylvania Wilds brand through licensing for wealth and job creation. Thoughtful branded merchandise in the marketplace is also seen by partners as an important way to build brand recognition and further cement the region's reputation as a premier outdoor recreation destination.

The PA Wilds Licensing Program was launched in 2015 to seize these opportunities. The program makes it possible for businesses to obtain permission to use the PA Wilds logo, a trademarked and copyrighted property, on saleable products. A standard royalty is collected, which goes to support the continued work of the PA Wilds Center.

For more information about the Pennsylvania Wilds region or movement, or to learn more about the PA Wilds Center for Entrepreneurship, please visit [www.pawildscenter.org](http://www.pawildscenter.org).

## **RELATED MATERIALS**

Most studies and reports referenced in these guidelines, as well as all applications and related documents can be found at [www.pawildscenter.org](http://www.pawildscenter.org).

- Licensee Application— Marketing Uses
- Licensee Application— Merchandising Uses
- Pennsylvania Wilds Brand Book
- PA Wilds-related studies and reports