

MAR 16 1995

IOWA



Celebrate
Our State

1846 • 1996

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LICENSING PROGRAM

A Guide to Commercial
Use of Official
Iowa Sesquicentennial Marks

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DES MOINES, IOWA 50319

IOWA
SESQUICENTENNIAL
COMMISSION



OBJECTIVES

The Iowa Sesquicentennial Commission (ISC) Licensing Program has been developed to protect the ISC's good name, identifying Marks and reputation. The Licensing Program ensures that all products bearing the ISC's name or Marks are the highest quality and positively reflect the finest traditions of the State of Iowa.

Through licensing, the ISC will promote the celebration of Iowa's 150th birthday by generating public awareness and support.

WHAT IS LICENSABLE?

- ★ Any commercial use of Official Iowa Sesquicentennial Marks must be by license.
- ★ Any non-commercial use of the ISC's Marks must be by written permission.
- ★ The ISC seeks quality producers/products which will use its Marks.
- ★ It is anticipated that a wide variety of products will be licensed and sold throughout Iowa and across the country.
- ★ Most manufacturers will be considered for licensing, but the ISC reserves the right to turn down products that are not consistent with the objectives of the Licensing Program.



OFFICIAL IOWA SESQUICENTENNIAL MARKS

ISC Official Symbol and "Celebrate Our State" Theme

- ★ Black and white
- ★ Five colors (red, blue, green, yellow and black)



ISC Banner "Sesquicentennial 1846-1996 Iowa"

- ★ Black and white
- ★ Black and red
- ★ Blue and green



ISC Scenic License Plate

- ★ Black and white
- ★ Four colors (red, blue, green and black)



Every display of the Marks must include the copyright symbol as shown above.



PARTNERS

Creating successful partnerships will ensure a successful Sesquicentennial. It is the intent of the Iowa Sesquicentennial Commission and its licensing agent, Licensing Resource Group, to enhance the success of the ISC Licensing Program by:

- ★ Working closely with each licensee to assist in the marketing and distribution of their products.
- ★ Providing lists of Official Sesquicentennial licensed suppliers to retail outlets across the state.
- ★ Providing lists of retail outlets to suppliers.

WHO BENEFITS?

- ★ **Iowans** . . . benefit from increased support for statewide and local programs and projects in celebration of our state.
- ★ **Iowa Sesquicentennial Celebration....** benefits through the protection of the ISC's Marks and the promotion of Iowa's 150th birthday.
- ★ **Manufacturers/Licensees** . . . benefit from the implied affiliation, marketability and protection from unlicensed competition.
- ★ **Retailers** . . . benefit from association with the ISC and by being an outlet for officially licensed products.
- ★ **Consumers** . . . benefit from the quality standards built into the licensing process and the knowledge that the ISC will realize royalty income to support on-going statewide and local Sesquicentennial activities.



IOWA'S SESQUICENTENNIAL: CELEBRATE OUR STATE

- ★ The Iowa Sesquicentennial Commission (ISC) was established by Governor Terry E. Branstad and the Iowa Legislature and is chaired by former Governor Robert D. Ray of Des Moines and co-chaired by C.J. Niles of Carroll.
- ★ A non-profit, bipartisan commission of 25 dynamic men and women from all across the state, the ISC is charged with planning the statewide programs and festivities of Iowa's Sesquicentennial celebratory year, which begins and ends on Statehood Day, December 28, 1995, to December 28, 1996.
- ★ The goal of the ISC is to educate, celebrate and commemorate Iowa's past and present, and utilize that as a tool to focus on the future.
- ★ A County Sesquicentennial Commission (CSC) has been formed in every Iowa county. Each CSC will plan local festivities, mobilize volunteers and participants, and implement statewide and local programs in commemoration of Iowa's collective heritage.
- ★ Funding for statewide and local activities celebrating Iowa's 150th birthday is provided by proceeds generated from the sale of Sesquicentennial license plates, the licensing program and support of sponsorship partners.
- ★ Show pride in Iowa. Be part of the Sesquicentennial team. Buy Sesquicentennial license plates today and help support Iowa as we "Celebrate Our State!"

Iowa Sesquicentennial Commission
Toll Free: 1-800-IOWA150

STATE LIBRARY OF IOWA



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LICENSING PROCEDURE

- ★ Contact the Licensing Resource Group (LRG) and request a Licensing Application.
- ★ Complete the Application and return to LRG along with an advance against royalties:
 - ★ \$250 apparel
 - ★ \$100 non-apparel
- ★ A Licensing Agreement will be sent to you to be signed and returned to LRG.
- ★ The Licensing Agreement grants licensee the non-exclusive right to use the ISC's Marks; in return, the licensee pays a 10% royalty fee.
- ★ The licensing process is complete when the following have been returned and approved:
 - ★ Signed Licensing Agreement
 - ★ Certificate of Insurance
 - ★ Sample products
 - ★ Artwork

**If you are interested in
becoming licensed
contact:**

Licensing Resource Group, Inc.
515 Kirkwood Avenue
Iowa City, Iowa 52244-2778
Telephone: 319-351-1776
Fax: 319-351-1978

