



THIRD-PARTY BRAND-USAGE

World Help has specific guidelines established to protect our brand, logo, product, and property. It is important that all of our fundraisers and advocates adhere to these guidelines. The following terms are applicable to all third parties, whether individuals, groups, or organizations, when fundraising or advocating on behalf of World Help.

TERMS:

Usage of the brand by third-party partners is exclusively given for the purpose of advocacy and/or fundraising on behalf of World Help. These uses should be planned, implemented, and financed by individuals, groups, or organizations outside of World Help. Permission for hosting events, where branding is used, does not fall within the parameters of this document.

GENERAL GUIDELINES:

- All resources for the materials used or to be made (financial, material, and staffing) must come from outside of World Help.
- This agreement is only valid upon approval by World Help for brand-usage.
- World Help reserves the right to cancel this agreement at any time should the activities of user undermine or compromise World Help's mission and values.
- Any mass-produced World Help pieces (T-shirts, banners, advertisements) must be sent to a World Help representative for brand usage approval, prior to mass production.

WORLD HELP NAME:

- Third-party individuals, groups, or organizations are free to use the World Help name in an event that is directly promoting or benefitting World Help. However, the use of the World Help name should never be used to imply that World Help is officially sponsoring or endorsing an event. (For example, if you are hosting a golf tournament for World Help, the promotional material should give the understanding that the golf tournament is benefitting World Help, not that it is a "World Help golf tournament.")
- Whenever the World Help name is being used in informational or promotional material, it must be typed in sentence case, with a space between, as demonstrated here: **World Help**.

- The World Help PMS color is charcoal: **PMS 426**.
- If World Help is being promoted on the Internet, a link to the World Help website must be included: **<http://www.worldhelp.net/>**
- If an event is being promoted in print, the World Help website address (**worldhelp.net**) must be included with a statement explaining that the event or partnership will benefit World Help.

WORLD HELP LOGO:

- The World Help logo (and any World Help-approved variation thereof) is a trademark.
- World Help logos are provided in downloadable format under the resources section of the World Help webpage (**<http://www.worldhelp.net/resources/branding>**).
- If you require higher resolution versions of the logo, these are available by request: **media@worldhelp.net**.

MEDIA:

- All World Help media is the property of World Help or the individual photographers, videographers, or graphic artists who created the media. When promoting, advocating for, or hosting an event on behalf of World Help, only the approved, media found under the resources section of our webpage (**<http://www.worldhelp.net/resources/branding>**) may be used. Use of any other World Help media is strictly prohibited unless prior approval has been granted from a World Help representative.
- If you are hosting an event or activity that benefits World Help and wish to submit media, email **media@worldhelp.net**. By submitting media, the event organizer(s) grant World Help permission to use and reproduce any or all submitted photographs for promotional or educational purposes; World Help ensures that the media will be used exclusively by World Help.

FINANCES:

- Any costs incurred when promoting World Help or campaigns that benefit our subsidiary DBAs are the sole responsibility of the organizer.
- All net proceeds received from resources created must benefit World Help or finance the event benefiting World Help.
- World Help-branded items may not be sold at a personal profit. Unused merchandise that cannot be sold may be given away or returned to World Help.

TAX EXEMPTION:

- World Help is a 501(c)(3) organization (Tax ID: 54-1615454).
- The United States Internal Revenue Service (IRS) has strict guidelines regarding the issuance of tax receipts. Any matters pertaining to the issuance of a tax receipt must be handled efficiently, appropriately, and legally. Please contact World Help before agreeing to, or issuing, any tax receipts.

THIRD-PARTY BRAND USAGE AGREEMENT FOR WORLD HELP

(PLEASE COMPLETE AND RETURN TO WORLD HELP)

Name of Individual, Group, or Organization Using World Help Branding: _____

Point-Person for Brand-Use: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Email Address: _____

Intention of Brand Usage (i.e., Website, Event, Apparel): _____

Location of Brand Usage (i.e., Website, Event, Apparel): _____

City: _____ State: _____ Zip: _____

Net Proceeds Expected (if applicable): _____

BRIEFLY DESCRIBE THE USAGE OF THE WORLD HELP BRAND MATERIALS

(PLEASE ADD A SEPARATE SHEET OF PAPER IF MORE ROOM IS NEEDED):
