



## 2018 ROSE PARADE LICENSING PROGRAM

The 2018 Rose Parade Licensing Packet Includes:

- Guidelines
- Rose Parade Royalty Structure
- Frequently Asked Questions
- Important Dates & Deadlines

***The Rose Parade license does NOT include access to or licensing for the Rose Bowl Game and/or participating teams.***

IMG College Licensing  
1075 Peachtree Street, Suite 3300  
Atlanta, GA 30309  
Licensees A-N attn: Miranda Powers  
Licensees O-Z attn: Logan Nelson  
770-956-0520

NCAA & Bowl Properties Department:  
Olin Arnold, Director – [olin.arnold@img.com](mailto:olin.arnold@img.com)  
Miranda Powers, Coordinator – [miranda.powers@img.com](mailto:miranda.powers@img.com)  
Logan Nelson, Coordinator – [logan.nelson@img.com](mailto:logan.nelson@img.com)

***It is our goal to make this process as simple and quick as possible.***

***We look forward to working with you this year.***



## 2018 ROSE PARADE LICENSING PROGRAM

### Guidelines

- Complete a Parade Application online and forward the **\$100 non-refundable** application fee to Myranda Powers or Logan Nelson at IMGCL.
- IMGCL will confirm receipt of the application via e-mail and application will be reviewed internally. Applications will not be reviewed online until the application fee has been received.
- Upon review, IMGCL will communicate approval or disapproval via email.
- If *disapproved*:
  - Your company will be notified via e-mail and will not be permitted to produce Rose Parade merchandise for the 2018 Rose Parade.
- If *approved*:
  - Upon receipt of application and application fee, licensee will receive contract (for approved product categories) via e-mail for review and signature along with access to logos via Logos On Demand.
  - If you are not an existing licensee with IMGCL, an example of liability insurance certificate and IMGCL Labor Code information will also be included within the approval email.
  - All hot market artwork must be submitted via Multi-Property Brand Manager 360. If you are not currently using Brand Manager 360, complete the Brand Manager360 Registration Form included at the end of this packet. IMGCL will activate Multi-Property Brand Manager 360 for artwork submissions for the Tournament of Roses.
- A current certificate of insurance and endorsement must be on file with IMGCL. The application process will not proceed until this requirement is complete.
- All designs **must be approved** by the Tournament of Roses ***prior*** to production. The Rose Parade license does NOT include access to or licensing for the Rose Bowl Game and/or participating teams.

### IMPORTANT DEADLINES:

Application Deadline: **DECEMBER 6, 2017**

Artwork Submission Deadline: **DECEMBER 8, 2017**

**The Tournament of Roses may be unavailable to review designs after December 9 due to holiday and bowl travel schedules.**

## 2018 ROSE PARADE ROYALTY STRUCTURE

**MAIL THIS PAGE WITH YOUR APPLICATION FEE TO THE ADDRESS BELOW AFTER APPLYING ONLINE:**

IMG College Licensing  
1075 Peachtree Street, Suite 3300  
Atlanta, GA 30309  
Licensees A-N attn: Miranda Powers  
Licensees O-Z attn: Logan Nelson  
770-956-0520

Licensee: \_\_\_\_\_ Account #: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

- ***Use of the Tournament of Roses corporate identity logos and Parade theme logos only!  
This license does NOT include the use of Rose Bowl Game logos or participating teams.***

### **APPLICATION FEE**

\$100 Application fee due with licensing application

NO ADVANCE

### **ROYALTY INFORMATION**

10% or Minimum Royalty Per Unit, **whichever is greater**

- **Royalties are calculated on licensee's net selling price less credit for returns allowed and taken.**
- **Royalties (including zero reports) must be reported by the 20th of each month during the term of the agreement.**

### **MINIMUM ROYALTY PER UNIT**

With respect to adult t-shirts, fleece and headwear, Licensee shall pay to IMGCL on behalf of the Tournament of Roses, the 10% royalty for the Parade license or a Minimum Royalty Per Unit set forth below, **whichever is greater**.

Adult T-shirts	\$0.40
Adult Headwear	\$0.40
Adult Fleece	\$0.64

## 2017 ROSE PARADE LICENSING FREQUENTLY ASKED QUESTIONS

### **How do I obtain bowl logos from JPatton?**

Once your application is approved, IMGCL will forward artwork requests to JPatton and Logos on Demand will be activated for you to obtain logos once your subscription fees have been paid.

### **When is the advance due?**

There is no advance associated with the Parade license. However, there is a \$100 application fee and a 10% royalty or Minimum Royalty Per Unit, whichever is greater.

### **When can we start submitting designs?**

Once you receive the email approving you for the Parade license, you may start submitting designs via Multi-Property Brand Manager 360. All hot market designs must be submitted via Multi-Property Brand Manager 360. If your company is not yet using Brand Manager 360, please fill out the Brand Manager 360 Registration Form located at the back of this packet and return to our attention as soon as possible. As a reminder, production cannot begin until a full contract is executed and artwork is approved by the Tournament of Roses.

### **How many finished samples do I need to send to IMGCL?**

Finished samples are due upon request by IMGCL.

### **When can we begin producing merchandise?**

Two things must be in place before you can begin production:

1. Executed contract in place.
2. Artwork submitted on Multi-Property Brand Manager 360 and approved by the Tournament of Roses.

### **Can we use the participating teams and game logos associated with the Rose Bowl Game?**

No. The Rose Parade license does NOT include the Rose Bowl Game and the participating teams. The Rose Parade license is for the use of the Tournament of Roses corporate identity logos and Parade theme logos only.

### **For Parade merchandise, can I use the OLCP hologram hangtag or sticker?**

Yes, licensees are required to use either the hologram hangtag or sticker on all Parade merchandise. In addition, licensees must affix its name to each licensed article and packaging to be easily identified by enforcement staff in the marketplace. Licensed articles that are not appropriately marked risk enforcement staff removing the product from the marketplace. OLCP hologram hangtags and /or stickers may be purchased from J Patton Sports Marketing at 770-612-0400.

### **When are royalties reported and to whom?**

Rose Parade royalty reports are due by the 20th of each month to IMG College Licensing (IMGCL). Reports are due whether or not any sales occurred during the reporting period. Failure to report in a timely manner and provide an accurate statement of royalties will jeopardize future participation in bowl licensing. ***Please note the minimum royalty per unit policy as described on page 3.***

## IMPORTANT DATES & DEADLINES

### To be sent in

### Deadline

Parade Royalty Reports due

20th of EACH month

Parade Application Deadline

Wednesday, December 6, 2017

Parade Artwork Submittals Deadline

Friday, December 8, 2017

Rose Parade

Monday, January 1, 2018