



Logo License Agreement Information Sheet

The V Foundation requires all community event organizers to sign a license agreement in order to use The V Foundation logo on **all promotional materials**, such as t-shirts, banners, posters etc. This will give you all the information you need to help you through the process of applying for a license agreement.

The V Foundation issues license agreements for use of The V Foundation logo for those events that satisfy these requirements:

- **Projected donation exceeds US \$1,000.** Due to the long processing time of issuing a license agreement (10-14 business days) we have set a minimum projected donation amount. If your project donation does not seem likely to exceed US \$1,000, we regret that we cannot authorize the use of The V Foundation logo. However, you are welcome to indicate on your promotional materials that your event will benefit The V Foundation.
- **A sample budget is submitted**, indicating that the operating expenses (money that may be spent on food, equipment, venue fees) should not exceed 50% of revenue (all money taken in from sponsors, donations, merchandise sales, etc). As a charity that donates 100% of all net proceeds of events to cancer research, The V Foundation will strongly support all events that satisfy this requirement.

Once we have received all the necessary information, we will send you the license agreement through email/fax. **Please sign the agreement and either email or fax it back to The V Foundation.** After we have completed the necessary documentation procedures, we will mail you the original license agreement and email you the logo.