



ORGANIZATIONAL PARTNER AGREEMENT
Gloucester Celebration Corporation and
Gloucester 400+

On this day _____ of _____, 20__ we are pleased to establish an agreement in which _____ will become a Partner ("Partner") of the Gloucester 400+™, the official organization planning the events and programs commemorating the 400th Anniversary of the settlement of Gloucester.

Partner is in good standing with the Commonwealth of Massachusetts and is:

- Individual
- For-profit business
- 501(c)(3) public charity
- Other. Please describe: _____

Gloucester400+™ is sponsored by the Gloucester Celebration Corp, a 501(c) (3), which has been designated by the City of Gloucester to spearhead the city's commemoration of this milestone anniversary.

The Gloucester 400th Anniversary will honor New England's oldest seaport established at Gloucester in 1623.

Within this Agreement, both parties agree to work both independently and collaboratively to honor this historic commemoration with events taking place between 2020 and 2023 in Massachusetts, the United States, the United Kingdom, and other historic locations.

The terms of this Agreement will begin on the date of signing of this document and will continue through December 31, 2023, unless one or both parties terminate it in writing.

The parties agree as follows:

1. Partner is designated as a Gloucester400+™ Partner and shall have a non-exclusive, revocable, royalty-free license to use the designated Gloucester400+ Partner Logo with the exception of using it for merchandising. Gloucester Celebration Corp. must approve all uses of the logo in advance.
2. Partners may choose to hold events to be included in the Gloucester400+ Commemoration and its calendar.

Partner-sponsored events must:

- a. Be historically accurate and culturally inclusive.
 - b. Adhere to Gloucester400+ Brand Standards.
 - c. Support the mission of Gloucester Celebration Corp which is to advance, preserve, and celebrate the history and rich culture of Gloucester through educational programs, activities, and commemorative events.
 - d. Offer opportunities for Gloucester400+ partner participation.
 - e. Provide information about the event or program to Gloucester Celebration Corp., including the number of participants, a summary of the event or program, and copies of publicity materials.
 - f. Accept full liability responsibility and hold harmless Gloucester400+ and Gloucester Celebration Corporation.
3. Partners are welcome to participate in communitywide events and are asked to:
 - a. Promote Gloucester400+ events and programs via print, electronic, web, and media channels.
 - b. Allow Gloucester400+ to insert official commemoration events and programs into email campaigns distributed to Partner's members.
 - c. Include the Gloucester400+ logo, name and website link on their official website.
 - d. Co-brand events held in commemoration of Gloucester's quadricentennial anniversary.
 4. Gloucester Celebration Corp. will:
 - a. Include Partner's name and website link on the official commemoration website and in other supporting marketing and press vehicles as appropriate; and
 - b. Cross-promote Partner events and programs.

5. Miscellaneous terms and conditions:
- a. Neither party has the authority to commit the other to any contract.
 - b. Partner is not an employee of Gloucester Celebration Corp. The use of the word "Partner" does not imply a formal business partnership.
 - c. Gloucester Celebration Corp. has full and complete ownership of the Gloucester400+™ Logo and it will promptly and vigorously defend the Logo and Trademarks against any challenges.
 - d. The person signing this agreement for the Partner represents that he/she has full authority to sign it.

GLOUCESTER400+™ ORGANIZATIONAL PARTNER APPLICATION FORM

ORGANIZATION:

Street:

City/Town: _____ State: _____ Zip: _____

Telephone: _____

Website URL: _____

CONTACTS:

Authorized Signature Name (Please Print):

Title:

Email:

Phone:

The Primary Business and Communications Contact will receive all day-to-day communications regarding this partnership, Gloucester400+ Updates, etc.

Primary Business and Communications Contact Name (Please Print):

Title:

Email:

Phone:

AUTHORIZED BY ORGANIZATIONAL PARTNER

Agreed to on this day of:

Name (Please Print):

Organizational Partner Authorized Signature:

AUTHORIZED BY GLOUCESTER CELEBRATION CORP.

Agreed to on this day of:

Name (Please Print):

Gloucester Celebration Corp. Authorized Signature:
