



PARTICIPATING PARTNER AGREEMENT

Gloucester Celebration Corporation, Gloucester400
and The 400 Stories Project

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

Whereas the Gloucester 400th Anniversary will commemorate the many stories of New England's oldest seaport established at Gloucester in 1623, we agree to work together in support of the Gloucester 400 Stories Project to bring the stories of Gloucester's citizenry to life by:

- ◇ Helping to identify people's stories to tell – past and present – through interviews, written pieces, audio or video.
- ◇ Sharing existing stories that could be included in the Gloucester 400 Stories;
- ◇ Assisting in securing signed release forms by the appropriate party;
- ◇ Sharing expertise and technical skills as needed;
- ◇ Sharing resources as appropriate;
- ◇ Promoting the work of each organization via media exposure;
- ◇ Recognizing each other's accomplishments;
- ◇ Displaying each other's logo as outlined in Gloucester400 Brand Standards Document and in the Terms and Conditions below;
- ◇ Helping to increase awareness and appreciation for each organization within the community of Gloucester;
- ◇ Other collaborations as appropriate and agreed upon.

Gloucester Celebration Corporation through the Gloucester 400 will:

- ◇ Include credits for the appropriate parties whenever stories are published;
- ◇ Ensure copyrights are retained by the original owner of each story;

- ◇ Include Partner name and website link on the official commemoration website and in other supporting marketing and press vehicles as appropriate;
- ◇ Grant license of Partner Logo as outlined in Gloucester400 Brand Standards Document and in the Terms and Conditions below;
- ◇ Offer participation opportunities in select Gloucester400 Commemoration Events & Programs;
- ◇ Cross-promote select Partner Events & Programs.

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Terms and Conditions

- I) Neither party has the authority to bind the other.
- II) Gloucester Celebration Corp. hereby grants to Partner a limited, non-exclusive, revocable, royalty-free right and license to use the Partner Logo. Any and all rights and licenses with respect to the Partner Logo not expressly granted to Partner under this Agreement are reserved by Gloucester Celebration Corp. Gloucester Celebration Corp. must approve all use of the Partner Logo.
- III) Gloucester Celebration Corp. represents that it has full and complete ownership of the Partner Logo; that it has taken all necessary steps to protect the Partner Logo; that it is not aware of any actions or proceedings pending or threatened against the Partner Logo; that it will promptly and vigorously defend the Partner Logo against any challenges at its sole cost; and that it will indemnify Partner from any harm or damages that arise from or relate to the use of the Partner Logo, as long as such harm or damage was not caused by Partner.

Authorized by Gloucester Celebration Corporation, Gloucester 400, Stories Project
Agreed to on this day of:

Name (Please Print):

Gloucester 400 Stories Project Authorized Signature:

Authorized by Organizational Partner

Agreed to on this day of:

Name (Please Print):

Participating Partner Authorized Signature:
