

## APP Corporate Sponsor Logo Usage Agreement

Only individuals or entities accepted as Corporate Sponsors by the APP may use the title "APP Corporate Sponsor" or use the APP Corporate Sponsors' logo. Individuals or entities using this title or logo without permission, and/or without acceptance as an APP Sponsor, will be listed on the impostor's page on the APP Web site and may be subject to legal action.

Use of APP Corporate Sponsor Logo is only with express written permission of the current Board. Corporate Sponsors intending to use the APP Corporate Sponsor Logo must:

- 1) Secure a current APP Corporate Sponsor Logo License, signed by a member of the APP Board of Directors, with a second, signed, copy on file at the APP office.
- 2) Provide a copy of this Corporate Sponsor Logo Agreement, signed by either the individual sponsor, or representative of the business entity accepted for sponsorship, to be kept on file at the APP office.

The APP Corporate Sponsor logo may not be used before each of these documents is on file at the APP office.

The period of acceptance for APP Corporate Sponsorship is one year. Use of the APP Corporate Sponsor logo must coincide with Corporate Sponsorship in the APP. If the logo is used for print media, APP Corporate Sponsorship must be maintained during the entire time the print run is expected to be in circulation. For use of the logo in digital media, APP Corporate Sponsorship must be maintained during the time of circulation. Posting of the APP Corporate Sponsor logo online, including—but not limited to—Web sites, blogs, and social networking sites must coincide with Corporate Sponsorship, and use must discontinue immediately if Corporate Sponsorship in the APP ends.

The APP Corporate Sponsor logo may not be used on products, and is not to be used in any way that implies APP endorsement of any product or service. The logo must be used as received from the APP office, and cannot be altered in any way.

The wording "approved by" or "endorsed by" the APP is never acceptable.

In exchange for use of the title "APP Corporate Sponsor," and use of the APP Sponsors logo, I understand and agree to the above:

Corporate Sponsor: \_\_\_\_\_

Signature of representative  
from Corporate Sponsor: \_\_\_\_\_