

Liverpool European Capital of Culture 2008 Brand Licence Application Form

If you are a commercial organisation, please refer to "Sponsors"
at www.liverpool08.com

Date submitted: _____

ORGANISATION: _____ Nature of Business: _____

Contact name: _____

Company: _____

Address: _____

Tel: _____ Fax: _____ Email: _____

Brand name: _____

NATURE OF RELATIONSHIP WITH LIVERPOOL CULTURE COMPANY:

- | | | |
|---|---|--|
| <input type="checkbox"/> Funding provided by
Liverpool City Council | <input type="checkbox"/> Community group wishing to
promote Capital of Culture | <input type="checkbox"/> Other please state
_____ |
| <input type="checkbox"/> Collaborating on programming with
the Liverpool Culture Company | <input type="checkbox"/> Wants to become a Merchandise
Licensee | _____ |

Please describe the nature of your relationship with the Liverpool Culture Company in detail and attach an extra sheet if necessary:

SPECIFIC BRAND APPLYING TO USE:

- | | |
|-----------------------------------|--|
| <input type="checkbox"/> 08 Brand | <input type="checkbox"/> Community Group Brand |
|-----------------------------------|--|

Description of how brand will be used (eg. letterhead, posters, etc):

APPROVED <input type="checkbox"/>	NOT APPROVED <input type="checkbox"/>
By: _____	
Date: _____	
Signature: _____	

Completed application forms can be:

Emailed to: brandapproval@liverpool08.com

Posted to: Brand Use Approval, Liverpool Culture Company,
P.O. Box 2008 Municipal Buildings, Dale Street, Liverpool L69 2WN

Faxed to: 0151 233 6333

The Official Brand Usage Process

All usage of the Official Brand must be approved in writing by Liverpool Culture Company. All marketing materials such as print, advertising, sales and promotional material using the Official Brand are to be submitted at visual or final artwork stages and written approval must be obtained, prior to production. Each request must be accompanied by a standard approval form for advertising and promotions (the approval form may be photocopied or emailed). All partners must allow 10 working days from receipt by Liverpool Culture Company to receive a written response to the submission.