



License Agreement to participate in *The Butterfly Project*

The Butterfly Project is a registered trademark and usually requires a one-time licensing fee of \$75 for participation in our community. However, we do waive part or all of our licensing fee for individuals and organizations with special circumstances. This decision is up to our discretion and is not available to the general public. By waiving part or all of our licensing fee, we are agreeing to your organization's participation in *The Butterfly Project*, with the agreement that all terms and conditions in this licensing agreement are met.

This licensing agreement includes the use of our name, logo(s), and various template(s) and other branded resources, including social media marketing, traditional marketing collateral, and installation resources.

In addition to this licensing agreement, we also require that the following terms and conditions, in accordance with our [standards and guidelines](#), be met throughout your participation in *The Butterfly Project*:

- I agree that I will use *The Butterfly Project* logo and other verbiage describing *The Butterfly Project* in a responsible and respectful manner.
- I agree to include *The Butterfly Project's* name and logo on any written communication that I sent out pertaining to my involvement in the project. Click [here](#) to access *The Butterfly Project's* logos.
- I agree that I will include mentions of *The Butterfly Project's* mission and history in any written or verbal communications about my involvement. Click [here](#) to access sample communications that can be used for any written or verbal communication.
- I agree to send images and/or videos of my group's event(s) to *The Butterfly Project* and give permission to *The Butterfly Project* to use these images and/or videos within *The Butterfly Project* community, as well as for marketing (including social media) and fundraising efforts. Please send all images and/or videos to info@thebutterflyprojectnow.org.
- I agree to include an educational component about the Holocaust and/or anti-bullying measures in events related to *The Butterfly Project*. Click [here](#) to get a link to the Holocaust education resources we recommend. Click [here](#) to get a link



to additional anti-bullying resources we recommend. Click [here](#) to get a link to our video testimonials that can be used for educational purposes. Click [here](#) to get our suggested reading and film list that can be used for educational purposes.

- I understand that utilizing any of *The Butterfly Project's* likeness, including its name, logo, mission, or purpose, without submitting payment of the \$75 licensing fee, constitutes unauthorized use of trademarked materials and may be grounds for further action.

By submitting a signed copy of this License Agreement, you are agreeing to abide by the above terms in your participation in *The Butterfly Project*. If you do not comply with the aforementioned terms, we reserve the right in our sole discretion to revoke the license and pursue our legal remedies.

Name & Organization

Date