



Licensing Agreement to participate in *The Butterfly Project*

The Butterfly Project is a registered trademark and requires a standard one-time licensing fee of \$75 for participation in our community. Thanks to the support of our generous donors, we are able to waive this licensing fee for schools. When a licensing fee is waived, we still ask schools and/or teachers to agree that all terms and conditions in this licensing agreement will be 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.
- 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. All images and/or videos can be sent via [email](#). Images and/or videos do not need to include students' names or faces if confidentiality is an issue.
- 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 access the Holocaust education resources we recommend. Click [here](#) to access additional anti-bullying resources we recommend. 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 permission from *The Butterfly Project*, constitutes unauthorized use of trademarked materials and may be grounds for further action.



By submitting a signed copy of this Licensing 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/School

Date