

## Vendor Guidelines

Thank you for your interest in promoting “Made in Skagway” products. At the core of our mission, the Skagway Development Corporation (SDC) seeks to assist in the enhancement of Skagway’s local economy. To that end, SDC has developed and administers the Made in Skagway program with the purpose to increase exposure and sales of locally made products, thus boosting our local economy.

As a vendor of “Made in Skagway” products, we encourage you to distinguish your store and identify members’ products through the marketing use of the Made in Skagway mark, a registered certification mark held by the Skagway Development Corporation. Please read the policy requirements below and submit the completed application to the Skagway Development Corporation.

### **Purpose**

The purpose of this policy is to strengthen and improve the Made in Skagway certification program by improving the monitoring of mark usage.

### **Eligible Entities**

Any vendor who is not already a member of the Made in Skagway program is eligible to use the mark for the purpose of marketing Made in Skagway members’ products or for distinguishing themselves as a vendor of Made in Skagway members’ products.

### **Permitted use**

A vendor may use or display the Made in Skagway logo on or at its physical or digital location/s upon approval of a vendor agreement only if the mark is:

- (1) Used or displayed for the direct or indirect promotion, marketing or advertising of Made in Skagway members’ products offered for sale at the applicants physical or digital location/s; and
- (2) The Made in Skagway logo depiction was obtained directly from the Skagway Development Corporation

No person may use the Made in Skagway logo directly or indirectly for any partisan political purpose.

### **No rights before license agreement**

The filing of an application does not in any way vest any right in the applicant to use or display the Made in Skagway logo pending approval of a vendor agreement by the Corporation.

## **Made in Skagway Vendor Agreement**

Upon satisfactory review of an application, the Corporation will approve the vendor agreement which, among other things, will provide:

- (1) The agreement is non-transferable, non-assignable and non-exclusive;
- (2) The agreement may be terminated by the Corporation for good cause (determined by the Corporation);
- (3) The term of the agreement shall not exceed 1 year

It is the applicant's responsibility to verify that a current agreement is on file with the Corporation prior to using the Made in Skagway Logo. The applicant must inform the Corporation of any change in mailing address or telephone number.

## **Misrepresentation**

The Made in Skagway mark is a registered with the U.S. Patent Office as a certification mark, held by SDC (registration number 5,315,075). The Made in Skagway logo is intended for use on and to market those products that are physically produced in Skagway by members of the Made in Skagway program.

No person may misrepresent the origin, quality or Corporate approval of a product under the Made in Skagway certification program by means of mislabeling, deceptive packing, oral assertion, or by any other manner or use of the Made in Skagway logo.

## **Definitions**

Certification Mark, Mark or Logo refers to the Made in Skagway certification mark. The mark depicts the Harding glacier and surrounding mountain outline, including seal face, with waves below and "Made in Skagway" above.

Applicant refers to the applying 3<sup>rd</sup> party vendor who is not already a member of the Made in Skagway Program.

The Corporation refers to The Skagway Development Corporation who is the administrative body for the Made in Skagway program.

# Made in Skagway

## Vendor Agreement

Skagway Development Corporation • PO Box 1236, Skagway AK 99840

Email skagdev@aptalaska.net • Phone/ Fax (907) 983-3414

**\* Required Fields**

\*Business Name: \_\_\_\_\_

\*Applicant's First Name: \_\_\_\_\_ \*Last Name: \_\_\_\_\_

\*Mailing Address (PO or Street, City, State & Zip): \_\_\_\_\_  
\_\_\_\_\_

\*Phone: \_\_\_\_\_ \*Email: \_\_\_\_\_ Fax: \_\_\_\_\_

\*List Made in Skagway Members Represented (i.e. those whose products you sell):

***\*Does your business have:***

Website: Yes  No  If yes, please provide: \_\_\_\_\_

Facebook Page: Yes  No  Instagram: Yes  No

Any other online location where you sell by a Made in Skagway member:

List all physical addresses of locations where products by a Made in Skagway are sold:

I, the undersigned, do hereby certify that I and/ or the businesses I represent sell products made by a Made in Skagway member. I request authorization to use or display the Made in Skagway mark for the direct or indirect promotion, marketing or advertising of Made in Skagway members' products offered for sale at the above businesses' physical and/or digital location/s. I understand this approval for use does not grant me or my business membership into the Made in Skagway program, but rather authorizes the use of the Made in Skagway mark for marketing, promotion and advertising of products by Made in Skagway members. I take full responsibility for the proper use of said mark in accordance with the "Vendor Guidelines". I consent to an on-site inspection of my facility by an SDC representative.

I would like a digital copy of the Made in Skagway mark: Yes  No

\*Signature \_\_\_\_\_ Date: \_\_\_\_\_

SDC Authorization signature (Corporate use only): \_\_\_\_\_

The Skagway Development Corporation staff will contact the applicant to verify information on application. *This application will expire three months after receipt if staff is unable to contact the applicant.* Application will be reviewed and approved within 3 – 5 business days.

**SKAGWAY DEVELOPMENT CORPORATION ~ ECONOMIC & COMMUNITY DEVELOPMENT**

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