

DATE: February 23, 2017

TO: Concessions and Cooperating Associations

FROM: Reginald Chapple, Division Chief, Office of Partnerships & Philanthropic  
Stewardship, National Park Service *Reginald Chapple*  
Stefanie Mathew, Vice President, Corporate Partnerships, National Park  
Foundation *Stefanie Mathew*

SUBJECT: Update on the NPS Secondary Mark and the NPF Retail Licensing Program

In 2014, as the parks community began to organize for the National Park Service (NPS) Centennial, we introduced a new Secondary Mark alongside a new mark for the National Park Foundation (NPF). It was an important part of the larger effort to reintroduce the National Park System to a younger generation of Americans through the Find Your Park/Encuentra Tu Parque public awareness and education campaign.

Soon after the introduction of the new Marks, we introduced the Centennial and Find Your Park Marks and launched an associated retail-licensing program managed by the National Park Foundation. Find Your Park and Centennial merchandise was available in stores in 90% of the parks. Nearly 80% of cooperating associations and more than 40% of concessioners participated in the licensing program.

We thank you for your participation in the program. Sales of licensed products have exceeded \$9 million. Royalties received from the program have helped to support the Find Your Park campaign, which has generated \$3.5 billion in media impressions, 21.6 billion PR impressions and 9.5 million social media engagements.

**NPS Secondary Mark Available for Use by in-park Retailers Via NPF Licensing Program**

Building on the success of the Centennial Licensing Program, the retail licensing program will again offer park enthusiasts the opportunity to show their love for parks. As we move into 2018, we are pleased to announce that starting this spring, the NPS Secondary Mark will be available to the park partner retail community through the NPF-managed retail licensing program in collaboration with NPS. The major elements of the existing program will remain in place. This is an exciting way for park partner retailers to continue to provide NPS branded items to their customers and show their support for national parks. We are pleased to be able to continue this valued program.

The Secondary Mark guidance will be refined as we go along, and we welcome your input and suggestions for improving it. Information is available on NPS.gov and will be updated as the program evolves.

## Options for Participation

- Use of External Vendor/Supplier Relationships -- In-park retailers (concessioners and cooperating associations) will be able to license the mark and work directly with their external suppliers to create branded products, with the option to create park-specific branded products. The license does **NOT** allow suppliers to sell branded products to other retailers.

As in the past, there will be a 4.25% royalty on the retail price of licensed products for all in-park retailers working with external suppliers. Royalties and reporting will be due to NPF on a quarterly basis. The primary purpose of collecting royalties is to cover the administrative cost of managing the licensing program and support national Find Your Park efforts.

- NEW: Use of Hanes as External Vendor/Supplier -- NPF recently announced Hanes as a new official Find Your Park partner. Should in-park retailers choose to work with Hanes as an **external vendor/supplier** of licensed product, through their partnership with NPF, retailers will not be required to pay the 4.25% royalty on the retail price as noted in the above on these items. Hanes will be available as an optional source for blanks or blanks and printing and/or design services.
- Online Wholesale Store -- Park retailers will again be able to purchase Find Your Park -- and now NPS Secondary Mark -- merchandise through the online wholesale store. This collection of logo products will include popular items such as apparel, water bottles, mugs, stickers, and other accessories. This is an easy option for concessioners and cooperating associations who do not want to go through the process of sourcing their own merchandise. As in the past, royalty rates are built into product pricing and no additional royalty payments or reporting is required for items purchased through the wholesale store. The online wholesale store will include exclusive designs.

As of January 2016, more than two dozen concessioners and cooperating associations have purchased merchandise from the wholesale store. The National Park Foundation will continue to contract with a company called Parks Project to operate this platform.

## Licensing Process

Park partners interested in licensing the NPS Secondary Mark will be requested to complete a brief registration form. The licensing program **will not** change existing park review and approval processes for merchandise. Work is continuing on the development of style guides, logo treatments, and designs that will allow, to the greatest extent possible, for the logo to be applied to a range of products and to integrate park-specific imagery or text. These park partner **participation guidelines** and assets will be provided through NPF, and all designs outside of those

provided will require approval through NPF prior to production. NPS and NPF recognize the need for design flexibility and customization, and will continue to provide opportunities to customize product as appropriate.

The re-opening of the wholesale online store and the release of park partner guidelines and assets are **tentatively scheduled for April 1, 2018**. Additional updates will be provided to the park partner retail community as program details are finalized.

### **NPF Online Retail Store**

NPF's online store will begin to offer NPS Secondary Mark and Find Your Park merchandise directly to the public. The appearance of NPS Secondary Mark merchandise available through the online store will coincide with the launch of the program to the park partner retail community.

Commercial use of the NPS Secondary Mark will be limited to in-park retailers and Find Your Park level partners, with Hanes launching a small collection of t-shirts featuring the NPS Secondary Mark on-line via Hanes.com and then expanding to other online retailers.

### **NPS and Partner Use**

Guidance on expanded use of the Secondary Mark for a variety of (non-retail) purposes, including use by parks, NPS programs, and NPS partners, will be available in late spring 2018. This guidance will look very similar to the guidelines for the use of the NPS Centennial Mark. The Secondary Mark has been featured on Find Your Park banners, posters, and other materials in parks. It has also been used in some digital media.

Thank you for the work you do each and every day to support and care for America's important places and to serve the public. We are excited that through this program, we can invite the public and our partners to be a part of that proud tradition.