

1622-2022

WEYMOUTH

400

Our Story Continues....

2019 ORGANIZATIONAL PARTNER AGREEMENT

Weymouth 400, Inc.



On this day _____ of _____, 2019 we are pleased to establish an agreement in which _____ will become an Organizational Partner of Weymouth 400, Inc., the official organization planning the events and programs commemorating the 400th Anniversary of the Settlement of Wessagussett in 2022.

Whereas the Weymouth 400th Anniversary will commemorate the many stories of New England's second permanent English settlement at Wessagussett in 1622, which became Weymouth in 1635;

Whereas the terms of this Agreement will begin on the date of signing of this document and will continue through December 2022.

Whereas both parties agree to work both independently and collaboratively to honor this historic commemoration with events taking place between 2019 and 2022 in Massachusetts, the United States, the United Kingdom, and other historic locations.

Whereas the Organizational Partner agrees; to work in support of the Weymouth 400 Anniversary to a) Drive awareness of Official Weymouth 400 Commemoration Events, Programs, and Engagement Opportunities; b) Drive Engagement in Official Commemoration Events and Programs; and c) Create new or modify existing events/programs locally and/or statewide that follow the below Events & Programs guidelines outlined in Section IIa.

I. Designation:

- a. Organization is from this day forward, designated as a Weymouth 400 Statewide Massachusetts Partner and is licensed to use the designated Weymouth 400 Massachusetts Partner Logo. If applicable, partner will designate Weymouth 400 a member of the organization and provide Weymouth 400 with a complimentary membership throughout December 2022.

II. Events & Programs:

Organizational Partners are not required to hold events to be included in the Weymouth 400th Commemoration. However, should an Organizational Partner wish to have an event or program included in the official promotion for this commemoration (Weymouth 400 website, social media, advertising and promotional activities), the event must meet the following guidelines:

- a. To plan and/or host select public events and programs in support of the Commemoration (at Partners expense and at Partner's discretion). Each Partner must follow the following guidelines:
 - i. All Weymouth 400 Organizational Partner Events;
 - a. Are historically accurate and culturally inclusive



- b. Utilize key Weymouth 400, Inc. messages (*as outlined in Weymouth 400 Brand Standards Document*)
 - c. Support at least two of the themes/legacies of the Weymouth 400 commemoration; 1, 2, 3, 4, 5, and 6.
 - d. Support the mission statement of Weymouth 400, Inc.
 - e. Support at least 2 of the Primary Goals of the Weymouth 400 Commemoration: Economic Development, Educational, Cultural and Civic Engagement, Veterans/Military Outreach and Commemoration Legacies.
 - f. Include, but not be limited to exchanges in the area of arts, culture, entertainment, education, sports, commerce, tourism and/or any other mutually agreed upon relevant sectors
 - g. Offer opportunities for stakeholder participation
 - h. Honor the cross-culture collaboration
 - i. Utilize the appropriate brand marks and logos and their usage guidelines (*as outlined in the Weymouth 400 Brand Standards Document*)
- b. To participate in select Official Commemoration Events & Programs (at partner's expense).

II) Marketing:

- a) To promote Weymouth 400 Pre-Commemoration Events and Programs and Signature Events and Programs via print, electronic, web, and media channels;
- b) To allow Weymouth 400 to insert Official Commemoration Events and Programs into email campaigns distributed to membership;
- c) To utilize the appropriate Weymouth 400 logos and marks on all events and programs associated with Weymouth 400 (*as outlined in Weymouth 400 Brand Standards Document*)
- d) To communicate Weymouth 400 core messaging established for said events and programs including language and themes outlined in this document and supporting brand guidelines (Refer to Weymouth 400 Brand Standards Document)

III) Planning & Reporting:

Planning & Reporting on events is only required if an Organizational Partner chooses to host an event or program and it has been approved by Weymouth 400, Inc.

- a) To develop a 400th Anniversary coordinated event plan and program calendar for review by Weymouth 400, Inc.
- b) To submit reports on related events and programs to Weymouth 400, Inc.
 - a. Reporting should include but not be limited to the following:
 - i. Summaries of each event or program participating in the Weymouth 400 commemoration hosted by the Partner



- ii. Number of participants at each Partner event promoting or supporting the Weymouth 400 commemoration
 - iii. Marketing and promotional impressions for all Partner outreach supporting the Weymouth 400 commemoration and related events
- c) To submit drafts or copies of all proposed publicity or marketing materials for approval from Weymouth 400, Inc. prior to distribution; Such approval not to be unreasonably withheld.

Weymouth 400, Inc. will;

- a) Include Organizational Partner name and website link on the Official Commemoration website and in other supporting marketing and press vehicles as appropriate;
- b) Grant license of Organizational Partner logo as outlined in Weymouth 400 Brand Standards Document;
- c) Offer participation opportunities in select Weymouth 400 Commemoration Events & Programs;
- d) Cross promote select Partner Events & Programs;



WEYMOUTH 400 ORGANIZATIONAL PARTNER APPLICATION FORM

Organization: _____

Street: _____

City/Town: _____ State: _____ Zip: _____

Telephone: _____

Website URL: _____

CONTACTS:

Authorized Signature Name (Please Print): _____

Title: _____

Email: _____

Phone: _____

The Primary Business Contact will receive all day-to-day communications regarding this Partnership, Weymouth 400 Updates, etc.

Primary Business Contact Name (Please Print): _____

Title: _____

Email: _____

Phone: _____

The Communications Contact will work with Weymouth 400's Communications Coordinator on advertising and other promotional materials and projects:

Primary Communications Contact Name (Please Print): _____

Title: _____

Email: _____

Phone: _____



Authority

- I) It is understood that the parties will not have the authority to represent each other or each other's partners unless agreed upon in writing for each instance and that each party assumes full fiscal, insurance and overall responsibility for the events and programs that they are planning unless otherwise outlined in writing
- II) If at any time during this agreement either party is not representing this agreement in good faith, the relationship may be terminated.

Authorized by Weymouth 400, Inc.

Agreed to on this day of: _____

Name (Please Print): _____

Weymouth 400 Authorized Signature: _____

Authorized by Organizational Partner

Agreed to on this day of: _____

Name (Please Print): _____

Organizational Partner Authorized Signature: _____