

The following information will need to be provided during the license application process.

#### **COMPANY INFORMATION**

- Legal Company Name; Owner/Parent Company; Mailing Address/Physical Address (if different); Phone; Email; Website
- Any other names under which you or principals of the company do business (dba's/aka's/etc.)
- Type of Business Organization (i.e. corporation, LLC, partnership, proprietorship, etc.)
- Size of sales force (number of people)

#### **COMPANY CONTACTS**

- Name and contact information for President, Vice President, Marketing Director, Licensing Director, Finance Director, and any other key leaders of note

#### **FINANCIAL INFORMATION**

- Company's total gross sales for the previous year
- Recent Dun & Bradstreet report (D&B), or a substantially equivalent credit report in your own country if a D&B is not available.
- Annual sales projections for the products you are seeking a license for

#### **LICENSING EXPERIENCE**

- Company's other licensing contracts (top licenses, key products, channels of distribution, retail accounts)

#### **PRODUCT INFORMATION**

- Provide a list of the product(s) that you are seeking a license to produce, along with the wholesale/MSRP pricing, anticipated volume/launch date, anticipated sales projections
- Provide samples/prototypes of each product
- Provide a catalog/look book of your product offering

#### **DISTRIBUTION/SALES/ADVERTISING**

- Identify channels of distribution where you currently do business and the percentage of business you do in each channel
- List all retail accounts that you intend to sell the product
- Targeted launch date of proposed products if license is granted
- Do you plan to conduct any advertising or promotion to support the products proposed? If yes what type (consumer advertising, trade advertising, in store promotional materials/signage, trade/sales incentives, press releases, co-op advertising, social media, other)
- Amount of advertising, promotion and merchandise funds you plan to spend in support of this licensed product

#### **ADDITIONAL INFORMATION**

**Any additional information that you think would be helpful for your application evaluation. Such as:**

- Why do you want to be affiliated with this property?
- What does success look like in your potential affiliation with the property?
- How will you ensure that your company upholds the brand of the property as a licensee?
- What makes your company different and how will that lead to your success as a licensee?
- Upload any documents containing additional information that might be helpful in evaluating your application