



Kansas City Streetcar Authority- Community Licensing and Merchandising Strategy

Overview

The Kansas City Streetcar Authority is excited to provide the opportunity to include the iconic new KC Streetcar brand on your product. The streetcar is a community asset, and we are eager to partner with the community to celebrate it with a variety of products. Use of the KC Streetcar brand, including all related or derivative marks, **requires a usage license**, which is granted without fee at the sole discretion of the Kansas City Streetcar Authority (KCSA).

Obtaining a Usage License

Obtaining a license requires KCSA approval of the specific proposed application and design. The usage of the Kansas City Streetcar brand elements is administered by the Kansas City Streetcar Authority (KCSA), and the KCSA Executive Director will be responsible for approving all design concepts and issuing license documentation. Streetcar brand standards will generally govern the use of brand elements, and the brand standards guide (available upon request) provides an overview of appropriate use.

Submissions for approval should include a graphic depiction of the product design, as well as any planned accompanying merchandising elements to be used with the product. If any variants are expected, those must be outlined in the approval application.

To apply, submit your design artwork, descriptions, proposed sales channels, and business overviews to the KCSA Executive Director (contract information below). If sample product is available, they are strongly encouraged and will aid in the review process. The KCSA will review and provide a response to the request within 30 business days of application receipt.

Contact: Tom Gerend, Executive Director, KCSA
1828 Walnut, Suite 500
Kansas City, MO 64105

tgerend@kcstreetcar.org

816-859-7040

General Usage Terms

Upon approval, you are granted license to utilize the KC Streetcar design assets in the specific approved application. KCSA will provide an "Officially Licensed Product" mark in the license documentation that you must include on the product, affixed to the product, or on a label or attachment. It is our intention that the licensed branding will add prestige to your product, while protecting our brand assets as we allow you to utilize them. The KCSA will operate a combined list of licensed products on its website. Once you make a product for sale in any medium, you must provide a photograph and description of the product for inclusion in this directory. **The KCSA reserves the right to terminate the license for any design or product, or change the terms of this agreement, at any time.**