



PORTSMOUTH NH 400th INC.

OFFICIAL PROGRAM PARTNER AGREEMENT

OFFICIAL PROGRAM STANDARDS

All Official Program Partners must:

1) Adhere to the values of:

- Diversity, Inclusion, Respect, Accessibility
- Seek historical accuracy
- Community pride through education and engagement
- Sustainability
- FUN!

2) Support at least three of the PNH400 goals:

1. Create events, programs, projects, and activities that are educational, fun, and promote cultural celebration and recognition
2. Tell, collect, and preserve our stories and traditions; sustain historic infrastructure
3. Promote civic engagement, education, pride, and stewardship
4. Develop new traditions, create new amenities that enhance quality of life
5. Foster domestic and international recognition

3) Honor the PNH400 Vision and Mission Statements, [found here](#).

4) Use and protect the brand standards, logos, and PNH400 core messaging according to their usage guidelines, [found here](#).

5) Not intentionally compete with other Official Programs to their potential detriment; collaborate when and where appropriate.

6) Adhere to all City of Portsmouth, State of NH, and CDC health guidelines, wherever and whenever applicable, to keep attendees, staff, volunteers, and all involved safe.

Note: Official Programs are at the Partner's expense.

PROGRAM PARTNER COMMITMENT

MARKETING

- Promote your Official Program and other Portsmouth NH 400 Programs via print, electronic, web, and media channels.
- Allow PNH400 to include a link to PNH400 messages and Official Programs in email campaigns distributed by your organization to your membership and/or constituents.
- Utilize the appropriate PNH400 logos and marks on all Official Programs, detailed in [PNH400 Brand Standards](#).
- Share copies of all PNH400 related advertising and marketing collateral (brochures, posters, eblasts), and public relations plans, for review by the PNH400 Marketing Committee at hello@portsmouthNH400.org prior to distribution; such approval not to be unreasonably withheld. Intent: consistent messaging; efficient and cost-effective media buys, cross promotion, access to provider partners such as printers.
- Communicate PNH400 core messaging established for Programs including language and themes, adhering to [PNH400 Brand Standards](#).
- Upload your Official Program information to the Official PNH400 Calendar.

PLANNING & REPORTING

Reporting is critical for receiving grant funding from NH Tourism and other grantors. Program Partners may be asked to submit reports on their Official Programs, which could include but not be limited to the following:

- Summary of each Official Program hosted by the Program Partner.
- Number of participants at each Partner event designated as an Official Program of the PNH400.
- Marketing and promotion impressions for all Partner outreach supporting PNH400 Official Programs.

REVENUE, EXPENSES, FUNDRAISING, AND GRANTS

Established large and small organizations that have their own funding sources are expected to be financially self-sufficient and will not be eligible for PNH400 grant funds.

- Individuals or groups that create programs but are not financially self-sufficient may request PNH400 grants if funds are available, which is not guaranteed. PNH400 funding requests will be reviewed based on a budget presented to the Finance Committee at Hello@PortsmouthNH400.org. No PNH400 grants will be awarded unless approved with realistic revenue and expense projections which at least break even. Program partners must have a bank account to receive PNH400 funds.
- All fundraising efforts done by Program Partners under the PNH400 umbrella, including but not limited to sponsorships, donations, fundraising events, in-kind gifts and

promotions, in 2022 and 2023 must be coordinated through the PNH400 CEO, Susan@PortsmouthNH400.org, to avoid competing against other Programs, to present a cohesive front to sponsors and donors, and to maximize the sponsorship opportunities available for PNH400 overall.

- Program Partners are not authorized to obligate Portsmouth NH 400th Inc. for any expenses at any time.
- Program Partners may be asked to provide a detailed report of how PNH400 grant funds were used within 60 days of the completion of the Program.

MERCHANDISE

Official Partners are asked to coordinate the purchase of PNH400 branded merchandise with the PNH400 Merchandise Team, Beth@PortsmouthHistory.org, to maximize purchasing power for Program Partners and for PNH400 product buys.

PORTSMOUTH NH 400 COMMITMENT

- Respond to all Program Applications within two weeks of application received.
- Include all Official Programs on the PortsmouthNH400.org website, on the PNH400 Official Calendar, in social media, press releases, on collateral, and in paid advertising, where applicable and as appropriate.
- Grant license of the use of the PNH400 logo as detailed in [PNH400 Brand Standards](#).
- Cross promote Official Programs with Program Partners.

Agreed to this _____, 2022, between:

Official Program Partner Organization Name

Official Program Name(s)

Program Partner Signature

PNH400 Team Leader Signature

Program Partner Name

Team Leader Name

Program Name

Pillar