



USING CESAR E. CHAVEZ'S NAME, VOICE, LIKENESS, OR WRITINGS IN PUBLICATIONS, FILMS, VIDEO, OR OTHER PROJECTS.

Thank you for your interest in the life, work, and ideals of Cesar E. Chavez. The Cesar E. Chavez Foundation is a 501(c)(3) nonprofit organization established by Cesar's family to foster the principles of Cesar E. Chavez. As the authorized and exclusive agent on behalf of the family of Cesar E. Chavez, the Foundation handles the many requests to use Cesar's name, voice, likeness, and writings. The Foundation and Chavez family encourage documentaries and educational materials commemorating Cesar and the principals for which he stood. The Foundation requires that those materials enhance public education and awareness about the legacy and values of Cesar. The Foundation also requires a license agreement for use of Cesar's name, voice, likeness, or writings. The amount of the licensing fee will be determined based on the nature of the project and reasonable licensing standards.

Every day, we receive many requests to use Cesar's name, voice, likeness, and/or writings in a wide variety of forums and media. We have developed this form to make it easier and faster to communicate with you about your proposal. Where a question doesn't apply to your project, please write "N/A." Feel free to attach additional sheets, if necessary, and any brochures or other materials that will help us better understand your project. **The Foundation cannot process or review your request or proposal until this form has been completed and submitted to our office.**

While the Foundation has the rights to authorize reproduction of some family and other photos, the Foundation is not a photo clearinghouse. Generally, you need to get publicity rights - permission to use Cesar's name, voice, likeness, and writings - from us first, and then get permission to reproduce a specific photo or illustration from the person who owns the copyrights therein.

Primary Contact Person

Name:
Title:
Company:
Address:
City/State/Zip:
Phone:
Fax:
E-mail and Website:

Name of person authorized to sign a license agreement, if different.

Authorized Signor:
Title:
Company:
Address:
City/State/Zip:
Phone:
Fax:
E-mail and Website:

1. Brief description of your organization or company (non-profit or for-profit, college or school, independent, major studio, industry, etc).

2. Brief description of your project including the outline or storyline and how Cesar fits into that (include the medium, content, context, subject matter, purpose, audience, and any other important details about the production).

3. Will your project be Non-fiction or Fiction?

4. Please provide information about any other company that may ultimately own your planned production or publication, if different than that listed above. (For example, where you are a production company doing a film or commercial for another company). Please explain how that company as stated below will use the publication or production.

Contact Name:

Title:

Company:

Address:

City/State/Zip:

Phone:

Fax:

E-mail and Website:

5. Do you want to use Cesar's (check all that apply and **attach an example if you already have a photo, illustration, or quote in mind**)
 - Name?
 - Voice?
 - Likeness?
 - Quotes or writings?

6. Will Cesar's name, voice, likeness, quote(s) or writing(s) be (check all that apply)
 - A prominent part of the finished project?
 - Featured?
 - Background? (If background, please tell us what will be in the foreground.)

7. How do you want to use Cesar's name, voice, likeness, or quote(s) or writing(s)? (Check all that apply)

- A COMMEMORATIVE EVENT:** An event to commemorate Cesar's life and work, specifically: (please describe briefly)
 - On a brochure, flyer, and other materials promoting the event excluding T-shirts and other products, specifically:
 - On T-shirts or other premiums or products that will be sold for \$ _____ or given away, specifically:
 - In connection with a fundraising activity, specifically:
 - How do you plan to use the funds raised?
- PRINT:** A print medium, specifically: (Check all that apply)
 - Mass-market hard cover book
 - Mass-market paperback book
 - Trade book
 - Textbook – Elementary or Secondary
 - Textbook – College
 - Biography
 - Children's picture book
 - Other (please describe)
 - Periodical
 - Posters
 - Billboards
 - Sales collateral excluding point-of-sale and packaging
 - Point of sale
 - Packaging

The publication will be of these approximate dimensions: _____" X _____", with approximately _____ pages.

We would like Cesar's name, voice, likeness, quote(s) or writing(s) to appear on the (Check all that apply and please specify what will be used where)

- Front cover
- Back cover
- Inside page(s), numbers _____

It will cover the (Check one)

- Full page
- Half page
- Quarter page
- Thumbnail (less than 1.5" X 1.5")

How many

- Editions? _____
- Issues? _____

How many copies printed in the first printing? _____

Is a second printing planned? **Yes No**

How many copies in that printing? _____

Is a second edition planned? **Yes No**

Would you like the use of Cesar's name, voice, likeness, or quote(s) or writing(s) in the advertising and promotion of the Production? **Yes No**

If yes, how?

Catalogues Flyers Posters Billboards Film, Video, or Audio Trailers.

FILM/VIDEO: In a (the "Production"), specifically:

- Film
- Video
- Both

The final production is estimated to run for approximately _____ hour's
_____ minutes.

Approximate length of time Chavez's name, voice, likeness, quote(s) and/or writing(s) would be shown _____ hour's _____ minutes.

Do you already have a distribution agreement? **Yes No**

If so, with whom?

Contact Name:

Title:

Company:

Address:

City/State/Zip:

Phone:

Fax:

E-mail and Website:

The Production

- Will be...
- May be...

Distributed via:

- PBS
- Other Broadcasters
- Cable
- Theaters
- Internet/Web
- DVD
- Only as an in-house production for _____
- Other: _____
- Wholesale, for \$_____ per _____
- Retail for \$_____ per _____

How many copies of the film would you like to make and distribute?

How many copies of the video would you like to make and distribute?

Would you like the use of Cesar's name, voice, likeness, or writing in the advertising and promotion of the Production? If so, how? (Catalogue, flyers, web site, etc.) **Yes No**

ELECTRONIC: An electronic media Production, specifically:

- CD-ROM
- CD-Interactive
- CD-Graphics
- Software
- Website
- Other: _____

How many pressings of the CD or Software disk/program would you like to make?

How many copies in each pressing?

Can you limit the number of downloads or prevent them entirely? **Yes** **No**

Would you like to include Cesar's voice in the Production? **Yes** **No**

How will the Production be distributed/sold?

To whom?

At what Price?

Wholesale for \$ _____ per _____

Retail for \$ _____ per _____

Would you like to use the Cesar's name, voice, likeness, or writings in the advertising and promotion of the Production? **Yes** **No**

If so, how? (Catalogue, flyers, web site, etc.)

If use of Chavez' name, likeness, or voice is on the Internet or the web, are you able to:

1. Provide hypertext link to the Foundation's website? **Yes** **No**
2. Refer request for permission to reproduce Chavez' likeness to the Foundation? **Yes** **No**
3. Offer files at a screen resolution or sampling rate that is adequate for viewing or listening but does not have print, film, sound, video publication, or broadcast quality? **Yes** **No**

SOUND RECORDING: A sound recording media, specifically a:

- DAT or ADAT recording
- Cassette tape
- Other tape or digital media storage format, specifically _____
- MP3, .wav, or other digital sound file

Do you want to include Cesar's voice in the Production, have someone else reading his writings, or some other alternative (please describe)?

What is the length of the material you wish to use?

Will the sound recording be used in synchronization with images (still or moving)?

How many copies of the sound recording do you want to make?

Would you like the use of Cesar's name, voice, likeness, or writings in the advertising and promotion of the Production? **Yes** **No**

If so, how? (Catalogue, flyers, web site, etc.)

8. Geographically, where do you want to distribute the Publication or Production?
- In the United States
 - In North America
 - Throughout the World
 - Other: _____
9. How long do you want this license to last?
- From _____ until _____
 - For _____ years
 - In Perpetuity
10. Will the production be in
- Color
 - Black and white
11. Are there any other reproductions associated with this project (such as book, pamphlet, commercial products)? If so, please describe:
12. Expected date or dates of public distribution of Production or Publication or Event?
13. Credits. Can you give the Foundation credit in a caption near the reproduction of Cesar's name, voice, likeness, quote(s) and/or writing(s) or where other credits are listed?
14. What amount of License fee or royalty do you propose?
15. Are there any recent, current, or pending labor actions, strikes, or boycotts against your company? If so, please explain.

Thank you!