



**“Get Motorcoachified.” Campaign  
License Agreement  
Exhibit A**

**Campaign Eligibility & Participation Guidelines**

These eligibility and participation guidelines are a supplement to and form a part of Motorcoach Council, Inc.’s (“COUNCIL”) Get Motorcoachified Campaign License Agreement to Campaign Participants to Use Service Marks, and COUNCIL’s Get Motorcoachified Campaign License Agreement to Authorized Vendors to Produce and Sell Service Marked Promotional Products. These eligibility and participation guidelines may be amended or modified from time to time by COUNCIL, and as so amended or modified, shall modify and amend the underlying agreements that they supplement.

**ELIGIBILITY TO PARTICIPATE IN THE CAMPAIGN**

Any private motorcoach / bus operator may apply with COUNCIL for a license to purchase and display COUNCIL authorized Get Motorcoachified Campaign “bus wraps” or other decal packages on the operator’s qualifying equipment. A minimum purchase and installation of one bumper wrap of at least \$45 in value is required in order for a motorcoach / bus operator to participate in the campaign and receive a directory listing on [www.GetMotorcoachified.com](http://www.GetMotorcoachified.com).

COUNCIL reserves the right in its sole and absolute discretion to reject, revoke or terminate at will the licensing or participation of any operator.

**MARKS AVAILABLE FOR LICENSING**

The marks and slogans available for selection by Participants under this License include the following (see Graphical Standards and Guidelines Manual for up-to-date authorized versions, slogans, fonts, color pallets and detailed graphics standards):

**Get Motorcoachified. <sup>SM</sup>**

**Get Motorcoachified <sup>SM</sup>**

**Get Motorcoachified <sup>SM</sup>**

**Get Motorcoachified<sup>SM</sup>**

**Get Motorcoachified<sup>SM</sup>**

*Get Motorcoachified<sup>SM</sup>*

55 FEWER CARS OUTSIDE. **Get Motorcoachified.<sup>SM</sup>**

ATHLETES WARMING UP INSIDE. **Get Motorcoachified.<sup>SM</sup>**

CARPOOLING, MULTIPLIED. **Get Motorcoachified.<sup>SM</sup>**

COMMUTING, SIMPLIFIED. **Get Motorcoachified.<sup>SM</sup>**

FRIENDSHIPS BEING MADE INSIDE. **Get Motorcoachified.<sup>SM</sup>**

GREAT VALUE, NICE RIDE. **Get Motorcoachified.<sup>SM</sup>**

GREEN TRAVEL, SIMPLIFIED. **Get Motorcoachified.<sup>SM</sup>**

GROUP TRAVEL, SIMPLIFIED. **Get Motorcoachified.<sup>SM</sup>**

GROUP TRAVELERS, SATISFIED. **Get Motorcoachified.<sup>SM</sup>**

BENEFITS OF A HYBRID CAR, MULTIPLIED. **Get Motorcoachified.<sup>SM</sup>**

BUSINESS GETTING DONE INSIDE. **Get Motorcoachified.<sup>SM</sup>**

MEMORIES BEING MADE INSIDE. **Get Motorcoachified.<sup>SM</sup>**

RECLINING SEATS & WI-FI INSIDE. **Get Motorcoachified.<sup>SM</sup>**

**RELAX & ENJOY THE RIDE. Get Motorcoachified.<sup>SM</sup>**

**SATELLITE TV & WI-FI INSIDE. Get Motorcoachified.<sup>SM</sup>**

**SIGHTSEEING, SIMPLIFIED. Get Motorcoachified.<sup>SM</sup>**

**YOU RELAX, WHILE WE DRIVE. Get Motorcoachified.<sup>SM</sup>**

**YOUR COMMUTE, SIMPLIFIED. Get Motorcoachified.<sup>SM</sup>**

**YOUR GROUP, YOUR RIDE. Get Motorcoachified.<sup>SM</sup>**

**YOUR TRIP, SIMPLIFIED. Get Motorcoachified.<sup>SM</sup>**



and other variations or combinations as contained in the Graphical Standards and Guidelines Manual ("Brand Guide"), as it may be modified from time to time.

#### **BUS WRAP AND DECAL DESIGN, INSTALLATION AND DISPLAY GUIDELINES:**

All Campaign slogans, taglines, headlines, color palette, and design elements are the intellectual property of COUNCIL. Use and display of the same are permitted only as authorized by COUNCIL. All Licensees (including Participant operators purchasing and displaying a campaign bus wrap or other decal graphic, and all Authorized Vendors producing, selling or installing a campaign bus wrap or other decal graphic) must adhere to the following design standards/guidelines, as well as all standards and specifications contained in the Brand Guide, as it may be modified and supplemented from time to time:

1. A "Get Motorcoachified" campaign graphics Brand Guide will be provided by Zeto Creative, as approved by COUNCIL. (Such guide will include all fonts, slogans, PMS codes, design/layout/angles, background imagery, icons, etc. to protect consistent use of the licensed marks).
2. Licensees must adhere to such bus wrap or decal guidelines established by Zeto Creative in the Brand Guide, as approved by COUNCIL, which is incorporated herein by reference, and which may be modified from time to time in COUNCIL's sole and absolute discretion.

3. Campaign graphics can only be placed on Motorcoaches\*, model year 1998 or newer (\*Motorcoaches are defined as OTRB's (Over The Road Buses), 35 feet or longer, with raised platform seating, and under bin storage capacity under the seating platform.), or other vehicles, as may be approved by COUNCIL.
4. Bus wraps or decals are designed to meet the individual specifications of each participating motorcoach manufacturer for each model.
5. Licensees must use 3M or equivalent grade of material with a two-year minimum lifespan for each decal.
6. Licensees must use COUNCIL's approved art, background color and color palette provided in the Brand Guide design specifications. Custom colors (to coordinate with operator's logo/branding) are not available at this time.
7. Licensees must adhere to the graphic design specifications of each wrap purchased, but have the liberty to personalize their coach on the "real estate" below the campaign URL (the white space below the "Get motorcoachified.com" URL) within guidelines established in the Brand Guide.
8. Operator's own graphics should not be displayed on top of, or overlapping on the campaign's graphics. Specific areas for displaying operator's own branding have been allotted for on the coaches, and such placement areas will be shown in the Brand Guide.
9. Participants can purchase a full bus wrap, partial rear bus wrap, bumper wrap, entry decal or other available decal packages to display campaign graphics, but only as authorized in the Brand Guide.
10. Operator logos are an option for placement on campaign buses in specific placement zones authorized by the Brand Guide, but are not mandatory
11. Once an operator has made the minimum purchase of at least one bumper wrap, it can also show support for the campaign by utilizing small campaign "entry decals" for placement in areas near the coach entry zone, in accordance with the Brand Guide.
12. Licensees can select certain combinations of slogans and background colors, to the extent permitted by the Brand Guide.

### **BENEFITS OF PARTICIPATING IN THE CAMPAIGN**

Upon COUNCIL's approval and licensing of an operator, confirmation of the operator's purchase, installation and display on qualified equipment of an authorized "bus wrap" or other decal package (minimum purchase of at least one bumper wrap of at least \$45 in value is required to be listed as a Participant), and COUNCIL's receipt of the applicable campaign royalty or licensing fee, the operator will be recognized as a Campaign Participant and will be included in the COUNCIL's online directory.

Subject to change or modification in COUNCIL's discretion, such a directory listing may be included on COUNCIL's [www.GetMotorcoachified.com](http://www.GetMotorcoachified.com) website.