



PRINCE WILLIAM SOUND
WILD ALASKA SOCKEYE



COPPER RIVER
Wild Alaska King, Sockeye & Coho

Terms and Conditions for use of Copper River/Prince William Sound Marketing Association print and digital assets

Copper River Prince William Sound Marketing Association (CR/PWSMA) grants permission to your company to use print and digital assets provided to you by CR/PWSMA, for use in your own print and digital materials provided that:

- CR/PWSMA assets include, but are not limited to, logos, photographs, and videos that depict the natural scenery of the Copper River and Prince William Sound fishing grounds and fisheries, dishes prepared with Copper River and Prince William Sound salmon, and raw Copper River and Prince William Sound product and may not be represented as anything other. All CR/PWSMA images you currently have or obtain in the future are subject to these terms and conditions.
- CR/PWSMA assets will be used only in the sale and promotion of wild Alaskan salmon that originates from the Copper River or Prince William Sound fisheries which includes: Copper River king salmon, Copper River sockeye salmon, Copper River coho salmon and Prince William Sound sockeye salmon.
- Proof of origin is shown promptly on request.
- CR/PWSMA assets are used only in connection with food products designed for human consumption.
- CR/PWSMA assets may be resized for necessary purposes however CR/PWSMA logos may not be altered in any way that changes the integrity of said logo (see attached brand guideline for sited logo infractions).
- CR/PWSMA assets will not be used in a way that contradicts the brand personality of Copper River and Prince William Sound salmon as determined by CR/PWSMA staff.
- The user acknowledges that CR/PWSMA images and assets are protected under applicable copyright laws and cannot be sold or duplicated for any commercial purposes outside this user agreement by any party.
- Permission to use CR/PWSMA assets is non-transferable and non-exclusive.

User Signature

Date

Printed Name

Company

For questions and other inquires please contact info@copperrivermarketing.org