



THE WORLD GAMES 2022 | BIRMINGHAM, ALABAMA, USA | JULY 7-17, 2022

THE WORLD GAMES

The World Games 2022 License Merchandise Program

1. **Application**

- All interested licensing candidates are required to fill out an application at twg2022.com/Get Involved/Become a Licensed Vendor. A \$250 application fee is required.

2. **Provide Product Sample**

- Prior to receiving the TWG 2022 brand, a blank (product or garment) needs to be sent to TWG 2022 home office to ensure quality and brand specifications.
- Samples can be dropped off or sent to:
TWG 2022 Merchandise Department
950 22nd Street North
Suite 600
Birmingham, Alabama 35203
- Samples will be reviewed by TWG 2022 merchandise committee and notification of approval or rejection will occur within two business weeks from date of submission.

3. **Submit Artwork for Review**

- Pending product approval, TWG 2022 brand guidelines will be sent to the email specified in the application.
- Artwork submissions will need to be sent to merchandise.woo@twg2022.com
- Your creative design will then go to our TWG 2022 Merchandise committee for review.
- Feedback will be provided within two business weeks from the date of submission.
- A NDA (Non- Disclosure Agreement) will be reviewed upon request.

4. **Send Final Product Sample**

- Once artwork is approved, a final product sample will need to be submitted to TWG 2022 for final approval.
- Samples can be dropped off or shipped to:
TWG 2022 Merchandise Department
950 22nd Street North
Suite 600
Birmingham, Alabama 35203

5. **Sign License Agreement**

- An electronic version of a licensing agreement outlining the details of a partnership agreement will be emailed to an organization listed on the application.

6. **Royalties**

- There will be no royalty advances up front.
- Sales report template will be provided by TWG 2022 and reports will be submitted to merchandise.woo@twg2022.com on a weekly basis.
- A royalty payment of 15% of gross sales will be paid to TWG 2022 monthly.

7. **Manufacture and Sell**

8. **Let the world know you're a proud partner of The World Games 2022!**