

PART V. TEXAS SESQUICENTENNIAL COMMISSION

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CHAPTER 51. GENERAL OPERATING POLICIES

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§51.1. through 51.7. [RESERVED]**§51.8. Program Guidelines.**

- (a) It shall be the policy of the commission that the commission shall provide guidelines for communities, groups and individuals who desire to participate in the 1986 Sesquicentennial celebration.
- (b) It is the duty of the commission to:
 - (1) provide inspiration, leadership, guidance, and technical assistance for organizing all interested groups;
 - (2) inform and communicate relevant information between all interested parties;
 - (3) evaluate, endorse, and sanction activities, projects, and products;
 - (4) coordinate all related activities in 1986 for maximum awareness, utility, and benefit.
- (c) It is the intent of the commission that each officially sanctioned Texas independence community/association direct its own approved program and activities, within the commission's established guidelines.

Source: The provisions of this §51.8 adopted to be effective December 24, 1985, 10 TexReg 4737.

§51.9. Criteria for Sanctioning Organizations.

- (a) *Organizations.*
 - (1) A Texas independence community is a designation of official state sanctioning and endorsement by the commission. A community becomes officially recognized as a Texas independence community by meeting the following criteria.
 - (A) A local sesquicentennial coordinating committee (hereafter committee) for the community (or county) is appointed by the mayor and city council (or county judge and commissioner's court), with specific reference to the following criteria.
 - (i) The committee should be a cross-section of the community.
 - (ii) If at all possible, the committee should include representatives from city government; civic, cultural, patriotic, and historical societies; educational organizations (public and private schools, colleges, universities); communications media; and business, trade, and professional associations.
 - (B) The committee is recognized by a formal resolution of the city council or county commissioner's court.
 - (C) The local committee prepares a master plan for their community's celebration of the Texas sesquicentennial, based upon the following general criteria.
 - (i) Projects should be developed that celebrate the community's past, its present, and its future.
 - (ii) Projects should be chosen to insure participation by all segments of the community and a large proportion of its citizenry.
 - (iii) Projects should be chosen that celebrate the uniqueness and diversity of the community, whether ethnic, cultural, social or economic.
 - (iv) One or more projects should result in permanent good for the community as a tangible and lasting reminder of the Texas sesquicentennial of 1986.
 - (D) When a community's master plan is completed, a resolution of adoption of the plan is passed by the city or county government, and the plan is submitted by written application to the commission for evaluation and endorsement. Official endorsement enrolls the community as a Texas independence community. Should it become necessary to make substantive alterations in the community's master plan, the commission should be notified.
 - (E) After the initial planning and official endorsement, the responsibilities of the committee are:
 - (i) to actively develop and implement special community wide Sesquicentennial projects, celebrations, and activities;
 - (ii) to encourage existing local groups and organizations to develop their own individual sesquicentennial projects, and to offer assistance and advice in the implementation of these plans;
 - (iii) to help coordinate the programs and activities of participating groups and agencies;
 - (iv) to serve as the official point of contact between local organizations and groups and the commission;
 - (v) to officially participate in a regional coordinating of activities with surrounding communities.
 - (2) Texas independence association is a designation of official State sanctioning and endorsement by the commission. A nonprofit organization with statewide membership becomes officially recognized as a Texas independence association by meeting the following criteria.
 - (A) A special Sesquicentennial planning group should be established within the association. This group is appointed by the chairman or the board of trustees of the organization. The planning group functions to plan the association's involvement in the Texas sesquicentennial—its programs, celebrations, and projects. The planning group should be a cross section of the organization as a whole, with a membership

balanced in terms of age, sex, and ethnicity. To insure the greatest possible participation in the celebration of the sesquicentennial, all segments of the association should be drawn into the planning process.

- (B) The sesquicentennial planning group should prepare a master plan for its organization's celebrations of the Texas Sesquicentennial, based upon the following general criteria.
 - (i) Projects should be developed that celebrate the association's past, its present, and its future.
 - (ii) Projects should be chosen that promote participation by all segments of the association, and a significant proportion of its membership.
 - (iii) Wherever possible, projects should be linked to the general themes of the Texas sesquicentennial.
 - (C) The sesquicentennial planning group submits its master plan for participation in the Sesquicentennial to the chairman or board of trustees of the parent organization for consideration, amendment, and formal approval.
 - (D) The master plan should be submitted by written application to the commission for evaluation and endorsement. Official endorsement enrolls the association as an official Texas independence association. Should it become necessary to make substantive alterations in the association's master plan, the commission should be notified.
- (b) *Application for Sanctioning.* To request official sanction, a committee or association planning group must submit an application in writing to the commission at P.O. Box 1986, Austin, Texas 78767 on a form prescribed by the commission. The application shall include, but not be limited to information describing all proposed uses of the Texas sesquicentennial logo by the organization. A description of the uses of the logo shall be as specific as possible.
 - (c) *Changes in master plan.* Any subsequent changes that occur in the master plans of committees or sesquicentennial planning groups should be submitted in writing to the commission for review. Each committee or sesquicentennial planning group shall report their knowledge of any misuse of the logo to the commission as soon as possible. The same organizations shall report a list to the commission of all project or product applications received from outside sources.
 - (d) *Duties and rights.* After a community or association receives official sanctioning/endorsement from the commission, the committee or sesquicentennial planning group shall have the authority to implement sesquicentennial projects, celebrations and activities of the master plan, and serve as the official point of contact between the community or parent association and the commission. An officially endorsed Texas independence community association may use the logo in a manner prescribed by the commission, and may utilize the technical assistance of the commission.
 - (e) *Reports.*
 - (1) Each officially sanctioned organization shall submit to the commission an annual progress report regarding the organization's program and activities on a form to be prescribed by the commission.
 - (2) A final evaluation report of program and activities of each official organization shall be filed with the commission in Austin no later than February 1, 1987, on a form to be prescribed by the commission.

Source: The provisions of this §51.9 adopted to be effective December 24, 1985, 10 TexReg 4737.

§51.10. Commission Policy Determining Use of the Logo.

- (a) *Development.* The logo shall be developed by means of a statewide contest and final selection shall be determined by the commission.
- (b) *Ownership of logo rights.* All uses, rights (copyright and State of Texas trademark), and benefits of the logo belong to and are strictly reserved by the commission and the State of Texas.
- (c) *Logo use.*
 - (1) All uses of the logo outside of the commission must be approved by the commission. Proof of approval for uses of the logo outside of the commission organization shall be in writing and signed by both the chairman of the commission and executive director of the commission.
 - (2) Application for logo use shall be on a form prescribed by the Commission. All intended uses of the logo shall be listed in the application.
 - (3) Logo use may be approved for projects that further the aims and goals of the commission, such as public education and the dissemination of information, and that represent either:
 - (A) new projects created especially to commemorate the Texas sesquicentennial; or
 - (B) existing projects substantially revised to commemorate the Texas sesquicentennial.
 - (4) Upon official sanction and written approval by the commission, the logo may be used by all state or local units of government, all Texas independence community associations, private sector organizations, and other organizations and private individuals as authorized by the commission according to the established criteria.
 - (A) Officially sanctioned communities may use the Texas independence community logo, displaying the community name in conjunction with the state Sesquicentennial logo on self-developed products, press releases or other events sanctioned by the local community without written approval from the full commission.

- (B) Officially sanctioned Texas Independence Associations may use the Texas independence association logo, displaying the association's name; or only the association's name encircling the state logo in conjunction with self-developed products, press releases, or with any activity sanctioned by the association without written approval from the commission.
- (5) Sanctioned communities, nonprofit associations, state and local government, and private sector organizations may use the Texas logo in connection with any of the following: projects as approved on the organization's application and publicity related to such projects; printed materials for sesquicentennial; related announcements and publicity; and letterheads.
- (6) Deviation from these uses may not occur unless excepted by the commission in writing. When commission approval for use of the logo has been granted to an organization, the logo may be used until August 31, 1987.
- (7) The commission reserves the right to revoke authorization to use the logo at any time for what it considers inappropriate use.

Source: The provisions of this §51.10 adopted to be effective December 24, 1985, 10 TexReg 4737.

§51.11. Commemorative Products Program.

- (a) The Sesquicentennial Commemorative Products Program will reflect the highest quality, widest distribution, and greatest benefit possible to the State of Texas and to all official Sesquicentennial organizations.
- (b) A Commemorative product is defined as a product with commemorative value. Official commemorative products shall be the only products displaying the wording, "Official Commemorative of the Texas 1986 Sesquicentennial."
- (c) An official commemorative product is so designated because it has been sanctioned for manufacture and sale, displaying the official sesquicentennial logo.
- (d) The number of official commemorative product categories may be enlarged. It is the intent of the commission to keep the total number of commemorative categories to a minimum. Official commemorative product categories include:
 - (1) flag;
 - (2) Texas patriot kit;
 - (3) spur;
 - (4) boots;
 - (5) ring;
 - (6) map;
 - (7) bronze object/gold object/silver object;
 - (8) print;
 - (9) ceramic object;
 - (10) plate;
 - (11) crystal object;
 - (12) pitcher;
 - (13) button (blazer button set);
 - (14) pin;
 - (15) art poster;
 - (16) Republic of Texas currency (reproduction);
 - (17) Republic of Texas artifact (reproduction);
 - (18) texana (an open category for an object or objects of a uniquely Texas nature to be suggested by applicants.);
 - (19) miscellaneous;
 - (20) Christmas decorations; and
 - (21) toys.
- (e) Official commemorative products will be selected by the commission. The commission shall conduct a formal period of solicitation for commemorative product proposals. That formal period will end October 15, 1985.
 - (1) All manufacturers and their products will be evaluated and selected on the basis of a product and marketing proposal submitted to the commission.
 - (2) Manufacturers will be selected for each category.
 - (3) Manufacturers will have the opportunity to compete to be official licensees for individual categories of commemorative products.
 - (4) A manufacturer has the right to request exclusivity on a product line. The commission will evaluate the line and may grant exclusivity if they so choose.
 - (5) The commission must give approval to each vendor which distributes, represents, manufactures, or sells official commemorative products.
 - (6) Each vendor representing an official commemorative product shall be registered with the commission before the vendor may market official commemorative products.

- (f) Product and marketing proposals will be evaluated based on the following minimum technical, marketing and financial criteria.
- (1) Technical criteria.
 - (A) Each product must be demonstrated to have:
 - (i) commemorative value to the Texas sesquicentennial as determined by the commission;
 - (ii) appropriateness to theme of the Texas sesquicentennial;
 - (iii) evidence of product quality, product safety, and its environmental compatibility.
 - (B) Each manufacturer must provide:
 - (i) evidence of a potentially successful marketing strategy;
 - (ii) evidence of a potentially successful production ability;
 - (iii) an original suggested design; and
 - (iv) references.
 - (C) All official commemorative products shall display the Texas sesquicentennial logo.
 - (2) Marketing and financial criteria.
 - (A) Each official commemorative product shall bear a royalty fee based upon the manufacturer's wholesale price of each product.
 - (i) The royalty fee shall be suggested by the manufacturer at the time of application to the commission, expressed both as a percentage of the wholesale price per item and as a whole dollar amount per item.
 - (ii) The royalty fee on each item shipped shall be remitted to the commission.
 - (iii) The manufacturer must report to the commission the unit number of products shipped to each retail vendor and royalty due the state net 30 days following the end of the month in which the shipment was made.
 - (B) All manufacturers and vendors may sell commemorative products through or in cooperation with officially sanctioned Texas independence community/association organizations.
 - (C) Manufacturers or vendors may also market and distribute the products directly through catalogs; mail-order, sales to nonsanctioned areas, and out-of-state sales.
 - (D) Applicants should provide a clear and thorough description of a proposed marketing plan including terms and conditions of sale imposed by the manufacturers, warranties of the product quality, warranties of performance regarding quantities, and distribution and payment arrangements with officially sanctioned selling organizations and the commission.
 - (E) Each applicant must demonstrate an ability to provide appropriate promotional and collateral material; i.e., advertisements, flyers, catalogues, etc.
 - (F) Official commemorative products may only be sold between January 1, 1985, and August 31, 1987. Manufacture of products shall terminate March 31, 1987. Final royalty fees and final sales reports are due by September 30, 1987.
- (g) The commission may, at its discretion, revoke its sanction from an official commemorative product manufacturer or vendor which does not act in accordance with commission guidelines and policy.
- (h) Any royalties, salaries, wages, fees, or other monetary benefits may not accrue directly or indirectly to a member of the commission for an official commemorative product sanctioned by the commission.
- (i) Each selected official manufacturer shall, at no cost, provide at least two samples of the finished product to the State Library and Archives Commission for permanent retention.
- (j) The commission may award a special commemorative product license and sanction the use of the logo on certain limited edition products and/or cottage industry products which do not conflict with, duplicate, or diminish the value of official commemorative products. The technical, marketing, and financial criteria for these special products shall be the same as with official commemorative products.

Source: The provisions of this §51.11 adopted to be effective December 24, 1985, 10 TexReg 4737.

§51.12. Promotional Products Program.

- (a) The Promotional Products Program is designed to help the local Texas independence communities/associations to earn money through the sale of impulse price point merchandise developed by the commission or by the local committee. Additionally if affirmed by communities, vendors (as defined in the commemorative products section, §51.11 of this title (relating to Commemorative Product Program)) may sell to the general public and retail outlets within committee's individual jurisdiction.
- (b) The committees may sell or appoint retailers to sell promotional products within their jurisdiction.
- (c) Royalty fee on promotional products.

- (1) Any sanctioned Texas independence community/association may develop and/or sell promotional products themselves and receive the full mark on profit for each item sold with the Texas/independence community logo on it or if vendors are allowed full sales jurisdiction within the community they shall be required to remit 3.0% royalty off the wholesale cost of promotional products sold within their community jurisdiction.
- (2) The Community/Association may designate a store or stores within their area to sell merchandise with a negotiated royalty to be returned to the Committee for their projects.
- (3) The Commission recommends that where counties, communities and associations overlap that the royalties be shared by all parties.
- (4) Promotional products manufacturers will remit a 7% royalty fee, based on the number of units shipped at wholesale cost. The manufacturer is responsible for the royalty due net 30 days following the end of the month in which the shipment is made.
- (d) All marketing of promotional products is done through the sanctioned Texas Independence Community/Association or through retailers that have qualified as a major retailer pursuant to §51.13 of this title (relating to Retail Program) of the Commission's Operating Policies and Program Guidelines.
- (e) No committee has the right to infringe into an area not within their jurisdiction as specified in the Master Plan, with the Commission as final arbiter.

Source: The provisions of this §51.12 adopted to be effective December 24, 1985, 10 TexReg 4737; amended to be effective August 8, 1986, 11 TexReg 3398.

§51.13. Retail program.

- (a) The retail plan is designed to allow major retailers to purchase commemorative and promotional products directly from the manufacturer.
- (b) A major retailer is defined as a company or corporation with 10 or more stores located in more than one city within the state of Texas or its contiguous states.
- (c) Retailers must agree to return a standard royalty fee of 5.0% of wholesale cost to the Texas independence community based on number of units of products (both commemorative and promotional products) sold within that community's jurisdiction. The royalty is due net 30 days following the end of the month in which the shipment is made. Where an agreement for distribution of commemorative products has been contracted between the vendor and the retailer prior to November 1, 1985, no 5.0% remittance need be provided to the community/associations. Where there is a question regarding the jurisdiction, the commission will become the final arbiter of where and how the monies will be remitted.
- (d) Retailers not classified as major under the definition in subsection (b) of this section will be able to purchase commemorative products through the free market system directly from the manufacturer.
- (e) Retailers not classified as major under the definition in subsection (b) of this section will be able to purchase promotional products only from the sanctioned communities.
- (f) Major retailers participating in this program are exempt from purchasing promotional products directly from the local community, however, retailers may purchase products from local committees.
- (g) Major retailers will have complete control of what is purchased and sold within their store. Each retailer will be asked to work with the local communities and carry customized products in addition to any products utilizing the state's logo.
- (h) Retailers classified as major but not participating in this program will be treated as nonmajor retailers and subject to the same privileges and restrictions.

Source: The provisions of this §51.13 adopted to be effective December 24, 1985, 10 TexReg 4737.

§51.14. Corporate/Industrial Accounts.

- (a) *Criteria for the selection of manufacturers.* After the submission of an application, the commission will evaluate each proposal based on its adherence to the guidelines set forth in this chapter. The applicant's marketing strategy, method of financing, and description of the product will be important criteria in the selection process.
- (b) *Product criteria.*
 - (1) The product submitted can be distributed as a giveaway and self liquidating in nature. Items for sale must be sanctioned products that are currently produced by licensed manufacturers/vendors of the commission. A list of such items and vendors will be available, provided the account is approved. New items not previously sanctioned by the commission may be sold, giveaway, or self liquidating in nature but must be submitted for corporate industrial approval by December 30, 1985. Any product utilizing the Texas Sesquicentennial Commission Logo in conjunction with any other corporate/nonprofit logo will be considered as a corporate/industrial account.
 - (2) A product currently listed as a promotional product of the Texas 1986 Sesquicentennial may be used for a corporate/industrial account only if approved by the executive committee of the commission. All other promotional products will remain under the guidelines as products to be used by local sanctioned committees for the benefit of the local group.

- (3) Commemorative products may be used as corporate/industrial products providing they are resubmitted according to the procedure listed in this section. A commemorative product used on the corporate/industrial level may not use the words "Official Commemorative of the Texas 1986 Sesquicentennial Commission."
- (c) *Royalty fee.* A standard royalty fee of 6.0% of the wholesale cost to the corporate/industrial account will be paid to the commission on products. The remittance of the royalty fee is the responsibility of the manufacturer and is due net 30 days following the end of the month in which the shipment is made.
- (d) *Logo use.* Any sanctioned organization has the right to authorize the use of the Texas independence community/association logo on products for corporate/industrial accounts exclusively within their area of jurisdiction as specified in the original master plan for sanctioning.
- (e) *Procedure for product sanction.*
- (1) A written proposal must be submitted to the commission for approval and must include:
 - (A) a description of the product including size, colors, and artwork. A sample of the product should accompany the written proposal;
 - (B) a description of the sesquicentennial logo placement on the product and a tentative placement of a corporate logo.
 - (C) list of the corporate/industrial accounts to be contacted;
 - (D) a complete list of references, including credit references from banks and other financial institutions and businesses that have dealt with the applicant in the past on similar projects;
 - (E) warranties and other guarantees of product quality as suggested by the applicant;
 - (F) any other terms or conditions of sale of the product as imposed by the manufacturer or distributors.
 - (2) Commission approval process.
 - (A) The commission reviews the proposal based on the value and desirability of the entire proposal.
 - (B) Upon approval, the commission will provide the vendor with a letter identifying the vendor as authorized to use the sesquicentennial logo on the product approved.
 - (C) A letter from the corporate/industrial account must be returned to the commission identifying the type of promotion that the product will be used for, the product to be used, and the pricing per product.
 - (D) The vendor will provide the commission with a finalized sample or artwork identifying the placement for the state logo as well as the corporate logo for the executive committee's final approval of the account.
 - (E) A letter of agreement with the vendor will be signed on completion of the process described in this section enabling the vendor to proceed with the production of the product using the Texas 1986 Sesquicentennial Logo.
 - (F) A report will be given to the executive committee on the area to be impacted and how the product will be used.
- (f) *Commission rights.* As an agency of the State of Texas, the Texas 1986 Sesquicentennial Commission and all its adopted rules and policy are enforced by the state attorney general. The commission may, at its discretion revoke its sanction from an official corporate/industrial product manufacturer or distributor which does not act in accordance with the guidelines and policy described in this chapter. Each applicant should be aware that no royalties, salaries, wages, fees, or other benefits may accrue to any member of the Texas 1986 Sesquicentennial Commission or to any member of the commission staff. The commission or its designee reserves the right to audit records of any entity involved in manufacturing or distributing corporate/industrial products.

Source: The provisions of this §51.14 adopted to be effective December 24, 1985, 10 TexReg 4737.

§51.15. Private Sector Program.

- (a) Private sector projects are special projects of nonprofit entities which are sanctioned by the Texas 1986 Sesquicentennial Commission to use a special form of the official logo.
- (b) To be sanctioned, private sector projects must meet the following criteria.
- (1) They must have substantial educational, informational, or publicity value to the Texas sesquicentennial.
 - (2) They must have been created especially for the Texas sesquicentennial of 1986 (or substantially revised for it).
 - (3) No private sector project involving a product to be sold directly to the public may be considered for sanctioning, with the following exceptions:
 - (A) private sector projects involving a limited edition product (500, or less items);
 - (B) private sector projects involving a product to be sold directly through a sanctioned Texas independence community/county or Texas Independence Association, and remitting a substantial royalty fee to those organizations.
- (c) Sanctioned private sector projects must display the special form of the official logo that incorporates the phrase "We Support the Texas Sesquicentennial."
- (d) The private sector logo may be displayed upon the product (if any), and upon promotional materials directly associated with the project. It may not be used on company stationery or in general advertising not directly related to the Project as approved by the Texas Sesquicentennial Commission.

- (e) Proposals for approval as private sector projects must be submitted on the form provided by the commission, and must include the following information:
 - (1) a summary of the proposed project;
 - (2) a substantiation that the project has informational, educational or publicity value to the Texas sesquicentennial;
 - (3) a detailed description of all proposed uses of the sesquicentennial logo in association with the project;
 - (4) if the proposed project involved any product, a statement of how the product qualifies for consideration under subsection (b)(3) of this section;
 - (5) a marketing plan, if appropriate.
- (f) Proposal for approval as private sector projects which involve products for consideration that are books, must be reviewed by the sesquicentennial book committee.
- (g) Any approved private sector project which involves a product of some kind must provide the Texas Sesquicentennial Commission with two samples of the product for placement in the Texas State Archives.

Source: The provisions of this §51.15 adopted to be effective December 24, 1985, 10 TexReg 4737.

§51.16. Lone Star Medallions.

- (a) The Texas 1986 Sesquicentennial Commission shall designate a one ounce silver lone star medallion and one, one-half, one-fourth, and one-tenth ounce gold lone star medallions as official commemorative medallions of the sesquicentennial.
- (b) The commission shall contract for the production, marketing, and distribution of the medallions.
- (c) The commission shall deposit the proceeds from the sale of medallions to the credit of the Sesquicentennial Fund.

Source: The provisions of this §51.16 adopted to be effective December 24, 1985, 10 TexReg 4737.

§51.17. Sesquicentennial Fund.

- (a) Amounts received from the following sources shall be deposited in a special fund in the state treasury to be known as the sesquicentennial fund:
 - (1) licensing fees and royalties;
 - (2) proceeds from the sale of medallions designated by the Texas 1986 Sesquicentennial Commission as lone stars under Texas Civil Statutes Article 6145-14a.
- (b) The comptroller of public accounts shall collect proceeds from royalties due under licenses granted by the Texas 1986 Sesquicentennial Commission via the state treasury concentration deposit system.
- (c) Not less than ½ the money in the fund allocated to the Texas 1986 Sesquicentennial Commission shall be distributed to local official sesquicentennial committees sanctioned by the commission according to procedures adopted by the commission.
- (d) Money in the fund allocated to the Texas 1986 Sesquicentennial Commission that is not distributed to local official sesquicentennial committees or used to reimburse the comptroller of public accounts for audit services shall be used to advertise and promote the sesquicentennial both in and out of state through interagency contracts with the Texas Tourist Development Agency.
- (e) The Texas 1986 Sesquicentennial Commission may audit any official sesquicentennial licensee or product manufacturer. The comptroller of public accounts shall perform audits based on random selection and at the request of the commission. The comptroller of public accounts shall be reimbursed for services provided under this section from the sesquicentennial fund as provided for that purpose by SB 1, _____, legislature, 1985.

Source: The provisions of this §51.17 adopted to be effective December 24, 1985, 10 TexReg 4737.

§51.18. Prohibition.

- (a) An individual, company, association, or corporation that is not sanctioned or licensed by the commission may not use the official sesquicentennial logo in whole or in part, nor represent itself as a sponsor of the sesquicentennial, nor market a product as a commemorative or promotional product of the sesquicentennial.
- (b) No sanctioned individual, private organization, local sesquicentennial committee or governmental body may grant or license any sesquicentennial sponsorship or use the official state sesquicentennial logo in whole or in part without the express approval of the Texas 1986 Sesquicentennial Commission.
- (c) The attorney general on behalf of the commission, or a private lawyer approved by the attorney general, is authorized to institute civil action against any violation of Texas Civil Statutes Art. 6145-11; and in addition to securing an injunction to prevent further violations may also recover actual damages for any violation and at the discretion of the court may recover statutory damages up to \$5,000 per violation and attorney fees are obtainable.

Source: The provisions of this §51.18 adopted to be effective December 24, 1985, 10 TexReg 4737.

§51.19. Corporate Sponsorships for Non-Fortune 500 Companies.

- (a) Sponsorships into the 1986 Sesquicentennial will be accepted by the Texas 1986 Sesquicentennial Commission (commission) from all corporations.
- (b) Companies and their parent companies not listed in the *Fortune 500, 1985 Edition* are requested to contribute \$3,500 for complete corporate sponsorship.
- (c) Also, the subsidiaries of large corporations will be asked to pay a separate sponsorship fee regardless of their parent company's contribution. For example, PEPSICO (Pepsi-Cola) would be requested to contribute \$10,000, and its subsidiaries, *i.e.*, Frito-Lay or Taco Bell, would be requested to contribute additional monies.
- (d) Corporate sponsorship does not give any exclusive license or title. Sponsorship of the 1986 sesquicentennial allows use of the official logo for promotional purposes. Packaging for products, *i.e.*, sacks, boxes, placemats, napkins, and labeling directly related to the product, may bear the *Proud Sponsor* logo and the corporate name.
- (e) A list of vendors will be provided and it is strongly suggested sponsors use the vendors on the provided list to ensure quality control and compliance with all guidelines. Although corporations will be able to use the official logo at their discretion, the commission reserves the right to stop use of the logo by a corporate sponsor if use of the logo is deemed inappropriate. Contributions will provide for the preservation of the spirit of Texas' heritage by funding:
 - (1) Conferences for the statewide sesquicentennial committees to attend for planning their activities in 1986; and
 - (2) monthly newsletters and events reports on the sesquicentennial.
- (f) Corporations will be provided with:
 - (1) carte blanche usage of the logo on any promotional ads, publications, or packaging having direct relation to corporations product, *i.e.*, cartons, and labels.
 - (2) press support and recognition;
 - (3) public recognition and appreciation from the commission;
 - (4) publicity touting the corporation or company as an official sponsor of the 1986 sesquicentennial celebration.

Source: The provisions of this §51.19 adopted to be effective January 30, 1986, 11 TexReg 802.

§51.20. Corporate Sponsorships for Fortune 500 Companies.

- (a) Sponsorships into the 1986 Sesquicentennial will be accepted by the Texas 1986 Sesquicentennial Commission (commission) from all corporations.
- (b) Companies and their parent companies listed in the *Fortune 500, 1985 Edition* are requested to contribute \$10,000 for complete corporate sponsorship.
- (c) Also, the subsidiaries of large corporations will be asked to pay a separate sponsorship fee regardless of their parent company's contribution. For example, PEPSICO (Pepsi-Cola) would be requested to contribute \$10,000, and its subsidiaries, *i.e.*, Frito-Lay or Taco Bell, would be requested to contribute additional monies.
- (d) Corporate sponsorship does not give any exclusive license or title. Sponsorship of the 1986 sesquicentennial allows use of the official logo for promotional purposes. Packaging for products, *i.e.*, sacks, boxes, placemats, napkins, and labeling directly related to the product, may bear the *Proud Sponsor* logo and the corporate name.
- (e) A list of vendors will be provided and it is strongly suggested sponsors use the vendors on the provided list to ensure quality control and compliance with all guidelines. Although corporations will be able to use the official logo at their discretion, the commission reserves the right to stop use of the logo by a corporate sponsor if use of the logo is deemed inappropriate. Contributions will provide for the preservation of the spirit of Texas' heritage by funding:
 - (1) conferences for the statewide sesquicentennial committees to attend for planning their activities in 1986; and
 - (2) monthly newsletters and events reports on the sesquicentennial.
- (f) Corporations will be provided with:
 - (1) carte blanche usage of the logo on any promotional ads, publications or packaging having direct relation to corporations product, *i.e.*, cartons and labels;
 - (2) press support and recognition;
 - (3) public recognition and appreciation from the commission; and
 - (4) publicity touting the corporation or company as an official sponsor of the 1986 sesquicentennial celebration.

Source: The provisions of this §51.20 adopted to be effective January 30, 1986, 11 TexReg 802.

CHAPTER 53. PROGRAM GUIDELINES

Section No.

Section Name

53.1. through 53.4.

[RESERVED]

Authority: The provisions of this Chapter 53 issued under Acts 1979, 66th Leg., p. 154, ch. 84, effective August 27, 1979 (Texas Civ. St. art. 6145-11, §§7 and 10).

§53.1. through 53.4. [RESERVED]