

## **Intellectual property Use**

The National Interscholastic Cycling Association (NICA) has firm guidelines for protecting its brand(s) and intellectual property. Please help us by following the guidelines below to ensure the brand is properly used and is represented in a positive manner.

We appreciate the support of our sponsors, booster club members, foundation and education sponsors, and our NICA Community.

### **Donating sales of products or services**

When donating a portion of your sales or products or services, it cannot give the appearance of an endorsement, approval, partnership, affiliation or recommendation of any product or service by NICA.

### **What is a NICA partnership**

When you become a NICA Partner you help to foster the growth of NICA as a youth development organization supporting the expansion of new mountain biking leagues across the country. Your commitment to NICA has a huge impact on our student-athletes, their families and communities across the nation. NICA partners are Changing Lives Through Cycling and getting #morekidsonbikes. These companies support the organization at the highest levels of funding, including the giving of in-kind product and shared human resources that collectively help NICA pursue its vision that Every youth is empowered to be part of a thriving and engaged cycling community. Contact: [ricardo@mtb.org](mailto:ricardo@mtb.org) for additional information.

### **Using the NICA Name:**

The NICA name cannot be used to promote any product or service unless it has been approved by the National Interscholastic Cycling Association. The NICA name may not be placed on any products or packaging without permission from the National Interscholastic Cycling Association.

### **Use of the NICA logo/brand mark/wordmark**

Use of the NICA brand mark (i.e. logo) or the wordmark is prohibited outside of official corporate partnerships or affiliation within the NICA National Office or the official NICA affiliate, chapter, project and emergent leagues.

### **Use of NICA images**

Authorized NICA images of NICA student-athletes are permissible for use in publicity about NICA, its leagues, programs and activities. NICA images should promote our mission, vision and values, as well as recognize our student-athletes, coaches, volunteers and community. Photos should aspire to show the diversity across the organization.

Official partners, sponsors are encouraged to use NICA images, photos, graphics to promote the organization in official capacities; all other uses are strictly prohibited.

Official partners, sponsors, NICA Leagues, Teams, Coaches and Student-Athletes are encouraged to use NICA media including images, video and graphics, for publicity about the program and organization.

**Appropriated use**

The NICA name cannot appear on any websites including content or advertising for tobacco or alcoholic products, political materials or firearms. NICA does not allow for its name or intellectual property to be associated with any service or product considered to be obscene, violent, sexually oriented or denigrating.

**NICA reserves the right to refuse use of its logos, imagery or name at any time.**