

WHITE HOUSE MILLENNIUM COUNCIL LOGO AND MOTTO GUIDELINES

Part 1 -- Goals of the White House Millennium Council Logo and Mottos

§1.1 The goals of the White House Millennium Council (the Council) are to lead the country in a celebration of the new millennium by initiating and recognizing national and local projects that contribute in educational, creative and productive ways to America's commemoration of this milestone. The White House Millennium Council Logo (Millennium Logo) and Mottos were created to identify projects that support the Council's goals.

§1.2 These guidelines provide the criteria and procedures for becoming a Millennium Council Partner or Associate Partner and set forth the Council's rules governing the use of the Millennium Logo and Mottos.

§1.3 A copy of the Millennium Logo and Mottos are attached to these guidelines. *See* Attachment.

Part 2 -- Entities Authorized to Use and Award use of the Millennium Logo or Mottos

§2.1 The Millennium Logo is a trademark of the Council; the Mottos are word-marks of the Council. The authority to use the Millennium Logo and Mottos is limited to:

- (a) The White House Millennium Council;
- (b) The White House; and,
- (c) Entities and projects approved by the Council to use the Logo and Mottos.

§2.2 The Millennium Logo and Mottos may not be used by any other individual or entity for any purpose without the written authorization of the Director of the Council.

Part 3 -- Millennium Council Partnerships for Nonprofits, Agencies and Associations

§3.1 Criteria for Millennium Council Partners

- (a) To qualify for consideration by the Council as a Partner, an entity must be a:
 - (I) National nonprofit organization whose primary purpose is:
 - (A) to preserve, recognize, and educate the public about historic American sites, buildings, and objects of national significance; or
 - (B) to facilitate public discussion and awareness regarding important health, environmental, educational, economic, scientific, cultural or social issues that we as a Nation will face in the millennium.
 - (ii) Federal agency; or
 - (iii) Intergovernmental agency or association (*e.g.*, U.S. Conference of Mayors, National Governors' Association).

(b) In addition to meeting the criteria set forth §4.1(a), the Council will only enter into Partnerships with entities that:

(i) Support positive health, social, cultural, educational, economic or environmental objectives, and;

(ii) Propose or associate with a project, event or site that is consistent with the mission of the Council and meets the criteria set forth in §6.1 of these Guidelines.

(iii) Submit to the Council all potential Corporate or Associate Partners, or other significant supporters of its projects, events or sites, for review prior to approving such entities' participation.

§3.2 Millennium Partner Application Process

(a) An entity that seeks to become a Millennium Partner shall complete a Partner Application and submit it to the Council. Applications may be obtained from the Council or from its website: www.millennium.whitehouse.gov and www.2000.whitehouse.gov. Request forms may also be obtained from the Council by calling (202) 456-2000.

(b) An entity applying to be a Partner must submit at least one project in its application that meets the criteria set forth in §6.1(b)&(c). of the Guidelines.

(c) The Council shall review the application and determine whether the entity and the proposed millennium project meet the criteria set forth in §6.1 of the Guidelines.

(d) The Council will consider the goal of including a diverse group of entities and projects in the Millennium Project during the Partner selection process.

Part 4 -- Millennium Associate Partnerships for Corporations and any other Entities

§4.1 Criteria for Millennium Council Corporate and Associate Partners

(a) Millennium Partners may choose to involve other entities (*e.g.*, corporation, organization, association, nonprofit, or federal, state or local agency) as Corporate or Associate Partners to assist or collaborate on particular projects, events, or sites. To qualify for consideration by the Council as a Corporate or Associate Partner of a Millennium Partner, an entity must receive a recommendation, unless an exception applies, from a Millennium Partner to be a Corporate or Associate Partner in connection with a particular project, event or site.

(b) Federal, state or local agencies that seek to assist or collaborate with a Millennium Partner on a pre-existing project, event or site do not need to obtain a recommendation from a Millennium Partner. In lieu of a recommendation, the Millennium Partner shall notify the Council of the agency's participation.

(c) If an entity seeking a recommendation needs assistance with identifying an appropriate nonprofit, agency or intergovernmental association from which to seek a recommendation, that entity may request assistance from the Council.

§4.2 Millennium Corporate and Associate Partner Application Process

(a) An entity that seeks to become a Millennium Corporate or Associate Partner must obtain and complete a request form and submit it to a Millennium Partner for a recommendation.

(b) A list of Millennium Partners appears on the Council's website. An entity that seeks to become a Millennium Corporate or Associate Partner may contact any of the Millennium Partners listed for a recommendation and should submit its request form directly to that Partner. Additional information about Millennium Partners may be obtained from the Council by calling (202) 456-2000.

(c) The Partner shall forward an entity's request to the Council along with its endorsement of that entity to be its Corporate or Associate Partner for a particular project, event or site that meets the criteria set forth in §6.1. of these guidelines.

(d) The Council shall review Corporate or Associate Partner recommendations and issue written determinations to the Partners within 20 days of receipt of such recommendations.

Part 5 -- Approval and Use of the Millennium Logo and Mottos

§5.1 Authority to Approve the Use of the Millennium Logo and Mottos

(a) The Council has the absolute discretion to use and approve others to use the Millennium Logo and Mottos.

(b) The authority to approve other entities to use the Millennium Logo and Mottos is limited to the Council.

(c) The Council reserves the right, at any time, to revoke or deny approval for the use of the Millennium Logo and Mottos by any individual or entity, including individuals or entities that have been approved as Partners, Corporate Partners, and Associate Partners to use the Millennium Logo and Mottos.

§5.2 Use of the Millennium Logo and Mottos by Partners

(a) Partners may use the Millennium Logo and Mottos, without limitation, in connection with the promotion of specific projects, events or sites that have been approved by the Council.

(i) For example, partners may use the Millennium Logo and Mottos on stationery, banners, and other correspondence in connection with an approved project, event, or site.

(ii) Partners also may use, or permit the use of, the Millennium Logo or Mottos in the media identifying the Logo or Mottos in connection with an approved project, event or site.

(b) Any proposed use of the Millennium Logo or Mottos for promotional purposes that is designed to appear in major (*i.e.*, not local) print, television, electronic, or other media and that identifies Partners, Corporate or Associate Partners, or other entities must be submitted in writing for approval by the Council.

(i) The request must state the nature and objective of the promotion and the proposed use of or identification of the Partners, Corporate or Associate Partners, or other entities in connection with the Millennium Logo or Motto.

(ii) The Council will have 10 days after receipt of the request to review the promotional work and disapprove the use of the Millennium Logo or Mottos.

§5.3 Use of the Millennium Logo and Mottos by Corporate or Associate Partners

(a) Corporate and other entities granted the right to use the Millennium Logo and Mottos in connection with a project may use them in connection with their logo if used for the purpose of promoting a project, event or site as set forth in §6.1.

(b) Entities granted the right to use the Millennium Logo and Mottos may not use them in connection with corporate or other products.

(c) Any proposed use of the Millennium Logo or Mottos for promotional purposes that is designed to appear in major (*i.e.*, not local) print, television, electronic, or other media and that identifies Partners, Corporate or Associate Partners, or other entities must be submitted in writing for approval by the Council.

(i) The request must state the nature and objective of the promotion and the proposed use of or identification of the Partners, Corporate or Associate Partners, or other entities in connection with the Millennium Logo or Mottos.

(ii) The Council will have 10 days after receipt of the request to review the promotional work and disapprove the use of the Millennium Logo or Mottos.

(d) Any proposed use of the Logo or Mottos for promotional purposes that is designed to appear in local print, television, electronic, or other media and that identifies Corporate or Associate Partners or other entities (excluding Partners) must be submitted in writing for approval by the Partner. The request must explain the nature and objective of the promotion and the proposed use of or identification of Corporate or Associate Partners or other entities in connection with the Millennium Logo or Mottos.

§5.4 Use of the Millennium Logo and Mottos in Connection with Fundraising Efforts

(a) Partners and Corporate or Associate Partners approved for use of the Millennium Logo and Mottos may not use the Millennium Logo and Mottos in connection with any efforts to raise funds unless the use of the Millennium Logo and Mottos in such fundraising efforts is approved by the Council.

(i) Any proposed use of the Millennium Logo and Mottos in connection with fundraising efforts must be submitted for approval in writing to the Council.

(ii) Such requests must explain the nature and objective of the fundraising effort and the specific connection with an approved project, event or site.

(iii) The Council will have 10 days after receipt of the request to review it and disapprove the use of the Millennium Logo or Mottos in such fundraising efforts.

(b) Where a proposed fundraising effort includes the sale of a product:

(i) that product must constitute a project or comprise an integral part of a project that has been approved by the Council; and

(ii) 100% of the proceeds, net of costs, from the sale of the product must be used to fund the approved project.

§5.6 Use of the Millennium Logo and Mottos by Educational Institutions

(a) Educational institutions may use the Millennium Logo and Mottos in connection with projects that are designed to teach students about issues, events, or subject matters that relate to our history, current events, or future.

(b) An educational institution that seeks to use the Logo and Mottos in connection with a project, event or site that meets the criteria in §5.6(a) must notify the Council in writing and explain the nature and objective of the project and the manner in which the Logo and Mottos will be used.

(c) The Council will have 10 days after receipt of the request to review it and disapprove the use of the Logo or Mottos in connection with the project.

§5.7 Apart from the uses set forth in Part 5 of these Guidelines, the Millennium Logo and Mottos may not be used for any other purpose or endorsement without approval from the Council.

§5.8 Partners, Corporate Partners and Associate Partners and other individuals or entities approved by the Council to use of the Logo and Mottos are not authorized to use them in connection with the White House, the President, or the First Lady without the written permission of the White House Counsel's Office.

Part 6 -- Millennium Council Project Criteria

§6.1 To qualify as a millennium project, either as part of the process for being selected as a Partner or Corporate or Associate Partner, the following criteria must be met:

(a) The entity, including its subsidiaries and affiliates, proposing the project must support positive health, social, cultural, educational, economic or environmental objectives;

(b) The proposed project supports the mission of the White House Millennium Council Charter; and

(c) The proposed project meets at least one of the descriptions below:

(i) involves and attracts a diverse group of citizens on a national or local level and helps improve their communities through meaningful activities.

(ii) celebrates and preserves important and valuable American symbols or traditions of our history and culture.

(iii) recognizes and encourages education, innovation and discovery by highlighting achievements in the arts, humanities, scholarship, or science,

(iv) increases global communications and understanding of different cultures.

(v) inspires our nation's youth by providing them with a positive vision of our nation and their future, including through the use of new technologies and ideas.

(vi) educates us about important health, social, cultural, educational, economic or environmental issues that we as a nation will face in the millennium.

§6.2 Entities whose projects or mission are inconsistent with the criteria listed above are not eligible to use the Millennium Logo and Mottos.

Part 7 -- Modification of Guidelines

§7.1 These guidelines and the accompanying applications are subject to periodic modification and updates without notice by the Council.

§7.2 These guidelines are effective November 23, 1998, superseding guidelines revised as of September 7, 1998.



**PARTNERSHIP APPLICATION
FOR
WHITE HOUSE MILLENNIUM COUNCIL LOGO & MOTTOS**

PART I: APPLICANT'S ORGANIZATION

Name of Organization: _____

Address of Organization: _____

President or Executive Director: _____

Indicate Applicable Category:

Federal Agency _____

Intergovernmental Association _____

Non-profit Organization _____

a. 501(c)(3) _____

b. Other _____ Please specify: _____

Contact Person: _____ Title: _____

Phone Number: _____ Fax Number: _____ E-Mail: _____

Address (if different from above): _____

Describe your organization's mission. Alternatively, you may attach mission statement:

PART II: GOALS FOR THE PARTNERSHIP

Please state your organization's reasons for seeking to become a Millennium Partner. What kinds of partnerships will you pursue, how will your organization ensure these projects are consistent with the mission and guidelines of the White House Millennium Council? How will you pursue projects (mailings, newsletters etc.)?:

PART III: MILLENNIUM PROJECT PROPOSAL

Please describe your program or project. Include the following information: When, where and over what period of time will this project take place? What is the estimated cost? What is the main theme and objective of project? What kind of audience and how many people do you expect this project to reach? How do you think this project will enhance and further the Millennium Council's goals and objectives? Has your organization sponsored a similiar project in the past? If so, please explain briefly. Will funds be raised or contributions solicited in connection with this project? If so, please explain how they will be raised and allocated. Does this project meet the criteria set forth in Section VI of the Guidelines?

PART IV: USE OF THE MILLENNIUM COUNCIL LOGO AND MOTTOS

Use of the Millennium Logo

Do you plan on using the Millennium Logo in conjunction with your proposed project? If so, please describe specifically how you envision using the Logo:

Use of the Millennium Council's Mottos

Do you plan on using any of the Millennium Council's Mottos (see Guidelines) in conjunction with your proposed project? If so, please identify each Motto you would like to use and the specific manner in which you will use the Motto(s):

I hereby certify that above information contained in this application is accurate.

Signature of Applicant/Representative _____

Full Name _____ Date _____

Title _____

Upon completion, please mail this application to:

The White House Millennium Council
708 Jackson Place, NW
Washington, D.C. 20503
ATTN: Logo Applications

WHITE HOUSE MILLENNIUM COUNCIL LOGO AND MOTTOS

HONOR THE PAST- IMAGINE THE FUTURE

GIFTS TO THE FUTURE

SAVE AMERICA'S TREASURES

SAVING AMERICA'S TREASURES

MILLENNIUM TRAILS

MILLENNIUM COMMUNITIES

