



**Florida Top Dog**

**All-Stars**

**Name/Logo Usage**

**Statement**

**2015-2016**

The Florida Top Dog All-Star program, including the Top Dog Pro Shop, is a 501(3)(c) not-for-profit organization. 100% of the profits generated from the Pro Shop go back to the program to support the cheerleader scholarship fund.

To ensure we maintain the integrity, image and mission of our program, we expect that all vendors abide by the following guidelines:

1. The Florida Top Dog (FTD) name, logo, team names, team logos and any variation of the names or logos are considered trademarks of The Florida Top Dog All-Stars and can only be used with the expressed permission of Florida Top Dog All-Stars owners or designee.
2. Variation of the Florida Top Dog All-Star name include, but are not limited to, Top Dog, Fla. Top Dog, Top Dog All-stars, FTD, TD, FTD All-Stars, TD All-Stars or any combination of the above.
3. Team names and logos refer to any name or nick-name of a current season's team such as, but not limited to, Rain, G4, Code Blue, Mist, Sleet, Monsoon, Ice, Pride or Power Pack when used in reference to, or in relation to a Florida Top Dog All-Star team or cheerleader.
4. This policy applies to any vendor who does business with the FTD All-Star program (including those providing donated, discounted or fundraising type items), parents, cheerleaders, coaches or any other person wanting to use the Florida Top Dog names or logos.
5. Vendors, Cheerleaders, Parents, Coaches or any other person or entity are prohibited to use the Florida Top Dog All-Star name, logo, team name, team logo or any variation of the names or logos on any item, product or clothing without prior permission from Florida Top Dog All-Stars.
6. Cheerleaders, families or friends may not wear unauthorized apparel or accessories that includes the FTD names or logos to any event where the Florida Top Dog All-Stars program may or will be represented. Apparel and accessories include, but is not limited to:
  - a. Any type of clothing, including shirts, shorts, jackets, pants, sweatpants, sports bras, tank tops, shoes, socks, robes, pajamas or any other type of clothing or undergarment.
  - b. Accessories include bows, headbands, backpacks, bags, tags, jewelry or any other type of accessory item unless authorized by the gym owner(s).
7. Authorization to use the FTD name, logo or team names and logos may be granted on an individual basis to use on approved clothing or items. Authorization may only be granted by the gym owner(s) or their designee.
8. Any item that includes the FTD name, logo, team name or logo must be ordered and purchased through the FTD Pro Shop. If an item is desired but not currently available through the Pro Shop, the item information can be submitted to the Pro Shop Manager to determine if it is feasible for us to purchase the item or find a comparable item.
9. Vendors are prohibited from discussing the creation, purchase or pricing for FTD apparel or accessories with parents, cheerleaders or coaches without prior permission.
10. Vendors are prohibited from selling, advertising, posting or promoting any items that contains the FTD name, logo, team name, team logo or any variation of the above.
11. Any item designed for the FTD program will have the Florida Top Dog name prominently displayed on the item. The name Florida Top Dog, Top Dog or TD All-stars or the logo must be displayed clearly on the item and will not be overshadowed by any team name or saying.