



2026 WINNER MEDALLION LICENSE AGREEMENT

As a part of your advertising and participation level in the Best Of Southern Utah 2026, you have qualified for a Logo Usage License. This license covers the use of the logo in creation of marketing, advertising and promotional materials for your business. Please make sure you understand the full scope and details of this agreement as it may jeopardize future participation and licensing rights to the 2026 program.

This License Agreement is made effective June 10, 2026 at 8:00 pm.

BETWEEN **ALLIANCE FIRE & SAFETY**
AND **BEST OF SOUTHERN UTAH 2026**

The parties agree as follows:

1. LICENSE

Owner hereby grants to Alliance Fire & Safety an exclusive license to use the following items of Intellectual Property:

Best Of Southern Utah 2026 Gold:

Fire Safety and Protection Services

solely for the limited purposes of displaying on business website(s), social media page(s), and printed materials, such as clothing, vinyl stickers, banners, signage, including video and audio (radio, interviews, podcasts, etc). Excluding products produced by Best Of Southern Utah 2026, all audio and visual product(s) produced by or for a business who wins "Gold" or "Silver" in any year, **MUST** list the sub-category(s) won verbally and/or visually in writing under or next to the winner's medallion.

In all audio and print formats,

Gold Winners may use the phrase "**Voted Best**" in reference to their sub-category(s) won.

Silver Winners may only use phrases similar to "**Voted Silver** in Contest/Sub-Category" OR **Silver Winner** in Contest/Sub-Category" in reference to their sub-category(s) won.

Any attempt to use the Gold winner's medallion in a sub-category that a business either didn't place or win Gold is a violation. Any attempt to use the Silver winner's medallion in a sub-category that a business either didn't place or win Silver is a violation.

Any general references, without the specifics stated above, will be considered a violation of the licensing agreement with the exception of all products produced by Best Of Southern Utah 2026.

*We reserve the right to use medallion names without sub-category mention in all products produced by Best Of Southern Utah 2026 using our own discretion

2. QUALITY CONTROL

Alliance Fire & Safety agrees that any use of Licensed IP must be in the original format. No modifications to the medallion may be made (i.e. color changes, distortion, text alteration, rotation, etc). If the category is displayed with medallion, it must be displayed as the official title from Best Of Southern Utah 2026. No modifications of the winner

category verbiage can be made for marketing or print purposes. Any modification or adjustment to the category or "Gold" or "Silver" award will be considered a violation of the licensing agreement.

3. RIGHT TO SUB-LICENSE

Alliance Fire & Safety has no right to grant sub-licenses to any third party unless Owner provides its approval in writing. Any approved sub-license is subordinate to, and must conform to the terms and conditions of this Agreement, and will not include the right to grant further sub-licenses of Licensed IP.