



MCG Image and Brand Usage Requests

Applicant Details

Full Name Position

Phone Email

Your Company/Organisation ABN

Postal Address

Intended Use

Name of project

What brand are you hoping to promote?

How will the MCG Image and/or brand be used (please tick appropriate box/es):

☐ Advertising / Promotional use ☐ Print publication ☐ Content for website or social media use

☐ Broadcast or Film Production ☐ Merchandise/products ☐ Student Assignment

☐ Other (please specify)

How many times will the image be used (eg. appear in three different types of print material)

How long will the image be in circulation?

Who is the intended audience?

Victorian ☐

National ☐

International ☐

What are the expected audience numbers and market for the project?

If print material, what is the magnitude of the print run?

What type of imagery do you intend on using (eg. aerial shot, crowd shot, light tower etc)?
If you have an example of your intended artwork, please send through with this application

Lodging the Application

The applicant can lodge this completed application form and any supporting documents, including any draft artwork by emailing imagerequests@mcc.org.au.

Once the application has been received, the MCC will respond within five business days and advise of commercial licensing fees.

Signature of Applicant

☐ By ticking this box and submitting this application to the MCC, I also acknowledge that the information provided in this application is truthful and accurately reflects my organisation's intended activity. Should I fail to comply, the MCC may withdraw its approval.

Content Licence Agreement

Approved applicants will be required to sign a content licence agreement, which will be provided by the MCC.

Legal status of application

The applicant acknowledges that this document is an application form only and (without limiting the obligations on the applicant as set out in this document), the MCC does not intend to create any contract or other relationship under which the MCC is legally obliged to provide the applicant with the image/brand usage contemplated in this document and there is in fact no such contract or other relationship in existence. Any conduct or statement whether prior or subsequent to the issue of this application is not, and the application does not constitute:

- i. an offer to contract on the part of the MCC; or
- ii. a binding undertaking of any kind by the MCC in favour of any applicant.

The applicant represents and warrants that all information provided in the application is accurate at the time of the application and undertakes and agrees to comply any conditions of approval as notified by the MCC, if the MCC provides its approval.

If upon approval of an application, the MCC discovers that any information provided by the applicant in this application is inaccurate, it may lead to the cancellation of an approval at any time.

Approved applicants must complete a content licence agreement, which will be provided by the MCC.

