



MFA IMAGES - DIGITAL IMAGE RESOURCES
Merchandise Licensing Request Form

Thank you for your interest in seeking permission to reproduce images from the Museum of Fine Arts, Boston collection for retail merchandise. Please complete the form and return it via fax or post mail. Please note that processing time takes approximately 4-6 weeks, and incomplete information will result in delays.

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____ E-mail: _____

Please list the name of the person responsible for signing the contract if different from above:

Name: _____ Title: _____

Company Information

Ownership/Management Information

◆Principal owners (Complete Name, Title, and Business Address):

1. _____ 2. _____

◆Principal Management:

President: _____
 Vice President(s): _____
 Sales Director: _____
 Marketing/Advertising Director: _____
 Chief Financial Officer: _____
 Art Director: _____

◆Distribution Capability:

United States Multiple countries (list): _____
 One country: _____
 Worldwide _____

◆Account Information:

Account Type	Percent Sales Volume
Mass Merchants	
Department Stores	
Catalog Showrooms	
Toy Stores	
Specialty Stores	
Mail Order	
Direct Mail	
E-commerce	
Other _____	
Other _____	
Other _____	

- ◆ Please list three trade references we can contact for an opinion on your company's product line and performance:

Company	Contact	Telephone
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

Financial Information

- ◆ Company Sale Volume for most recent year: _____
- ◆ Company Sale Volume for previous year: _____
- ◆ Bank Reference:
 - Name: _____
 - Branch: _____
 - Address: _____
 - Phone: _____ Fax: _____ E-mail: _____
- ◆ Credit Reference:
 - Company Name: _____
 - Address: _____
 - Phone: _____ Fax: _____ E-mail: _____

Licensing Information

- ◆ Does your company currently manufacture any other products under licensing contracts?
 - yes
 - no

If yes, specify which licenses your firm currently holds:

<u>Licensing Organization</u>	<u>Property</u>	<u>Years Under License</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

Product Information

Product Description

- ◆ Please provide a detailed **product description**, including **materials and dimensions**, and how the image of the **art object(s) would be used**. (Attach additional pages or mock-ups if necessary.)

- ◆ Territory of Distribution:
 - United States
 - Worldwide
 - Countries (list): _____
- ◆ Production /Print run: _____ Wholesale & Suggested retail price: _____
- ◆ Estimated Gross Sales (per year and total): _____
 - ◆ If you currently manufacture a similar item, what was its **Gross Sales** for the most recent year?

◆ Total Production Time: _____

◆ Proposed Release Date: _____

Manufacturing Information

◆ Will your company actually manufacture this product? yes no
If no, who will manufacture this product? _____

◆ Where will the product be manufactured?
 United States Countries (list): _____
 Worldwide _____

◆ Number of factories involved in manufacturing the product(s): _____

◆ Location of principal plants:
1: _____
2: _____
3: _____

Marketing Information

◆ Do you plan to conduct any advertising or promotion to support the product? yes no
If yes, what type(s)?

- Consumer Advertising
- In-store Materials
- Press Release
- Other: _____
- Trade Advertising
- Sales/Trade Incentives
- Co-op Advertising

◆ Does your company have product design and artwork capability? yes no
If yes, who does the design?

- Company Art Department
- Free Lance
- Agency

◆ Does your company have a formal Quality Control Program? yes no

◆ Accounts to whom you plan to sell the licensed products:
1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Important

In order for your application to be processed, you must also:

- ◆ **Attach a marketing proposal and timeline for the products you wish to create.**
- ◆ **Send samples of previously completed product for review.**

Please also include with this form any or all of the following information you can provide:

- Annual Report
- Sales Catalog
- Letters of Commendation from retailers for product quality/service
- Newspaper/magazine articles about your company

Please feel free to supplement this form with other materials, which may help us to evaluate your company. Please note that once the MFA receives all of the requested materials, it will take approximately 4-6 weeks to review your application. Send all materials to:

MFA Images - Digital Image Resources
Museum of Fine Arts, Boston
465 Huntington Ave.
Boston, MA 02115
Phone: (617) 369-4338 | **Fax:** (617) 369-4340 | **E-mail:** mfaimages@mfa.org