



Nexstar Legacy Foundation *dba* Explore The Trades

Policy: Explore The Trades Marketing Materials

This policy applies to all Explore The Trades marketing resources.

All Explore The Trades marketing resources remain the intellectual property of Explore The Trades. All Explore The Trades marketing resources contain the Explore The Trades copyright (© Copyright 2021 Explore The Trades®. All rights reserved) and are not to be altered in any way.

PROCEDURE:

Below is the procedure for determining how the marketing materials may be used.

1. Use of Explore The Trades Marketing Resources

Organizations, including but not limited to, schools, residential service companies, 501(c)(3) non-profit entities, post-secondary institutions, workforce development entities, may use Explore The Trades' printed marketing resources for the purpose of education and awareness of careers in the plumbing, heating, cooling and electrical trades.

Per Explore The Trades' agreement with the stock photo websites that the organization uses to create marketing pieces, organizations are not allowed to use the images in the marketing materials Explore The Trades creates, and recreate Explore The Trades' materials for different media vehicles. If organizations want to recreate Explore The Trades' materials for additional media vehicles, they will need to purchase the images from the stock photo sites for their company's exclusive usage. Important: Any use of photos outside of Explore The Trades' templates may subject members to expensive copyright infringement claims from the owners of the rights of the photos.

2. Explore The Trades Video Resources

Organizations, including but not limited to, schools, residential service companies, 501(c)(3) non-profit entities, post-secondary institutions, workforce development entities may use and share Explore The Trades' video marketing materials for the purpose of education and awareness of



careers in the plumbing, heating, cooling and electrical trades. These resources may be shared on the websites and social media channels managed by the types of organizations listed above. These video resources must retain the Explore The Trades copyright (© Copyright 2021 Explore The Trades®. All rights reserved) and are not to be altered in any way.

ADDITIONAL TERMS & CONDITIONS:

None