

Producer License Application

Submitted to: Cheza Nami Foundation, Inc. **Trademark Owner:** Cheza Nami Foundation, Inc.
(EIN 27-4568585)

Taste of Africa® is a registered trademark of Cheza Nami Foundation, Inc. Use of the name, brand, or any associated intellectual property requires a fully executed License Agreement with Cheza Nami Foundation. Submission of this application does not constitute approval or grant any rights to use the trademark. All applications are reviewed by the Board of Directors.

SECTION 1 — APPLICANT INFORMATION

Organization or Producer Name:

Legal Entity Type: *(check one)*

- ☐ Individual / Sole Proprietor
☐ LLC
☐ Corporation
☐ Nonprofit / 501(c)(3)
☐ Other: _____

State of Formation / Registration:

Primary Contact Name:

Title / Role:

Email Address:

Phone Number:

Mailing Address:

Website / Social Media:

SECTION 2 — REFERRAL / RECOMMENDATION

Were you referred to this application by someone connected to Cheza Nami Foundation?

☐ Yes

☐ No

If yes, please provide their name and relationship to the Organization:

How did you learn about the Taste of Africa[®] licensing opportunity?

SECTION 3 — PRODUCER BACKGROUND AND EXPERIENCE

Briefly describe your organization or production company and its mission: (250 words or less)

How many years have you been producing live events, festivals, or cultural programming?

Please list up to three (3) events or productions you have produced, including event name, location, year, and estimated attendance:

Event Name	Location	Year	Est. Attendance

Do you have experience producing culturally focused or African / Diaspora arts events?

- ☐ Yes
- ☐ No

If yes, please describe:

Please provide two (2) professional references who can speak to your event production experience:

Reference 1 Name: _____ Organization: _____

_____ Email / Phone: _____

_____ Relationship: _____

Reference 2 Name: _____ Organization: _____

_____ Email / Phone: _____

_____ Relationship: _____

SECTION 4 — PROPOSED EVENT

Proposed Event Name: Taste of Africa® _____ (city, region, or theme — subject to Cheza Nami approval)

Proposed Event Location (City, State, Venue if known):

Proposed Event Date(s) or Target Season:

Estimated Attendance:

Describe your vision for the event and how it will reflect the cultural mission of Taste of Africa®: (250 words or less)

What elements do you plan to include? (check all that apply)

- ☐ Live music / performance
- ☐ Dance
- ☐ African / Diaspora cuisine
- ☐ Visual arts / vendors
- ☐ Cultural education programming
- ☐ Youth programming
- ☐ Community partnerships
- ☐ Other: _____

Will this be a ticketed event?

- ☐ Yes
- ☐ No
- ☐ Partially (some components free, some ticketed)

SECTION 5 — FINANCIAL CAPACITY (*Light Touch*)

Estimated total event production budget:

- ☐ Under \$10,000
- ☐ \$10,000 - \$25,000
- ☐ \$25,000 - \$50,000
- ☐ \$50,000 - \$100,000
- ☐ Over \$100,000

Primary funding sources for this event: (check all that apply)

- ☐ Self-funded / organizational reserves
- ☐ Ticket sales
- ☐ Sponsorships
- ☐ Grants

☐ Crowdfunding

☐ Other: _____

Do you carry general liability insurance for events you produce?

☐ Yes — please indicate coverage level: _____

☐ No, but able to obtain prior to event

☐ No

Are you able to name Cheza Nami Foundation, Inc. as an additional insured on your event policy?

☐ Yes

☐ No

☐ Unknown at this time

SECTION 6 — MISSION AND VALUES ALIGNMENT

How does your work as a producer align with Cheza Nami Foundation's mission to promote cultural education and diversity awareness in support of African and Diaspora arts, accessibility, and equity? (250 words or less)

Describe how you plan to engage the local African and Diaspora community in the planning and execution of this event:

Are there any community organizations, cultural groups, or artists you plan to partner with?

SECTION 7 — BRAND AND STANDARDS ACKNOWLEDGMENT

By submitting this application, the applicant acknowledges and agrees to the following:

- ☐ I understand that **Taste of Africa®** is a **registered trademark** of Cheza Nami Foundation, Inc. and that any use of the name or brand requires a fully executed License Agreement.
 - ☐ I understand that Cheza Nami Foundation retains **full ownership of the trademark** and all associated intellectual property at all times.
 - ☐ I understand that the License Agreement will include **brand standards and cultural integrity requirements** that must be upheld throughout the event.
 - ☐ I understand that Cheza Nami Foundation has the **right to revoke the license** if brand standards or mission alignment requirements are violated.
 - ☐ I understand that **Cheza Nami Foundation and its Founder are not responsible** for event production, logistics, permits, staffing, vendor payments, or any liabilities arising from the event.
 - ☐ I understand that submission of this application **does not guarantee approval** or grant any rights to use the trademark.
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SECTION 8 — SIGNATURE

By signing below, I confirm that the information provided in this application is accurate and complete to the best of my knowledge, and that I have read and understood the acknowledgments in Section 7.

Applicant Signature: _____

Printed Name: _____

Title: _____

Date: _____

FOR CHEZA NAMI FOUNDATION USE ONLY

Date Application Received: _____

Received By: _____

Referred By (if applicable): _____

Board Review Date: _____

Board Decision:

☐ Approved to proceed to Licensing Discussion

☐ Conditionally Approved — conditions: _____

☐ Not Approved — reason: _____

Notes:

License Agreement Issued: [] Yes [] No **Date:**

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