

MASCOTCARTOON.COM™

THANK YOU FOR CHOOSING US TO DEVELOP YOUR ORGANIZATION'S MASCOT OR CHARACTER. BEFORE WE CAN BEGIN, WE NEED SOME INFORMATION FROM YOU. PLEASE CAREFULLY ANSWER THE FOLLOWING QUESTIONS. YOUR ANSWERS WILL NOT ONLY ALLOW US TO GIVE YOU THE BEST MASCOT, THEY CAN SAVE YOU TIME AND FRUSTRATION.

YOU MAY NOT HAVE ANSWERS TO SOME OF THE QUESTIONS THAT WE ASK. NOT TO WORRY. TAKE A FEW MINUTES OR, BETTER YET, DISCUSS THE QUESTION WITH OTHERS IN YOUR ORGANIZATION. TRUST US, YOUR EFFORT WILL BE WORTH IT.

ORGANIZATION THAT NEEDS A MASCOT

BUSINESS CATEGORY ☐ NON-PROFIT ☐ FOR-PROFIT

NAME _____

WHAT DOES YOUR ORGANIZATION DO?

WHO IS THE SPONSORING ORGANIZATION, IF DIFFERENT FROM THE GROUP OR ENTITY THAT NEEDS THE MASCOT?

IS YOUR MASCOT FOR A PRODUCT OR BRAND? ☐ YES ☐ NO

PRODUCT OR BRAND NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (____) _____ FAX (____) _____

CONTACT _____ E-MAIL _____

TYPE OF MASCOT

☐ PERSON ☐ MALE ☐ FEMALE ☐ ADULT ☐ CHILD

☐ ANIMAL / SPECIES _____ GENDER _____

☐ "CRITTER" (ANIMAL-LIKE CHARACTER OF NO PARTICULAR SPECIES)

☐ ANTHROPOMORPHIC OBJECT (FOR EXAMPLE: A DANCING RAISIN)

☐ OTHER / PLEASE EXPLAIN _____

☐ CLOTHING OR UNIFORM / PLEASE DESCRIBE _____

MASCOT / CHARACTER NAME _____

☐ NEED A NAME? WE CAN CREATE ONE FOR YOUR MASCOT OR CHARACTER FOR AN ADDITIONAL FEE (SEE SERVICES, FEES & USAGE)

MASCOT / CHARACTER PERSONALITY (THIS IS VERY IMPORTANT)

A TEAM, COMPANY OR BRAND MASCOT IS NO DIFFERENT FROM A CHARACTER IN A BOOK OR MOVIE. EVERY CHARACTER HAS A UNIQUE "STORY". NO ONE CARES ABOUT A CHARACTER WHO IS A CLICHE' OR IS BLAND. THINK ABOUT YOUR FAVORITE CARTOON CHARACTER. THE BEST CHARACTERS HAVE SOME ATTITUDE, AND WEAKNESSES. DONALD DUCK IS MORE FUN TO WATCH THAN MICKEY MOUSE, BECAUSE HE HAS A TEMPER.

DESCRIBE YOUR MASCOT'S PERSONALITY _____

WHAT DOES YOUR MASCOT DISLIKE OR FEAR? _____

WHAT TRAITS, ATTRIBUTES, AND SKILLS DOES YOUR MASCOT POSSESS?

MASCOT USAGE

HOW YOU INTEND TO USE THE CHARACTER EFFECTS HOW WE DESIGN IT. A T-SHIRT OR BANNER MAY REQUIRE ARTWORK EXECUTED WITH A DIFFERENT COMPUTER PROGRAM THAN WHAT'S REQUIRED FOR PRINT OR WEB ART. IF YOUR MASCOT WILL HAVE MANY USES, WE TAKE THAT INTO CONSIDERATION WHEN CREATING THE FINAL DESIGN.

- ☐ BANNERS / T-SHIRTS OR UNIFORMS
- ☐ PRINT ADVERTISING OR OTHER PRINTED MATERIALS (BROCHURES, ETC.)
- ☐ BROADCAST MEDIA
- ☐ PACKAGING - WHAT KIND? _____
- ☐ 3-DIMENSIONAL (DOLLS, PREMIUMS, TOYS, ETC.)

SERVICES, FEES & USAGE

WE OFFER THREE CATEGORIES OF DESIGN SERVICES:

☐ **BASIC SERVICE. MINIMUM FEE - \$250**

INCLUDES ONE ROUGH DESIGN AND ONE FINAL DESIGN IN BLACK AND WHITE.

THE PROCESS IS SIMPLE. ONCE WE RECEIVE YOUR COMPLETED MASCOT REQUEST, WE WILL PROVIDE YOU WITH ONE, BLACK AND WHITE ROUGH SKETCH IN A COUPLE OF DAYS. IF YOU ARE SATISFIED WITH THE SKETCH, SEND US THE PAYMENT, AND WE WILL E-MAIL THE FINAL ARTWORK IN DIGITAL FORMAT (.TIF, .EPS, .CDR). ADDITIONAL SERVICES: IF YOU WANT TO SEE ANOTHER OPTION, THE CHARGE IS \$125 FOR EACH ADDITIONAL SKETCH. IF YOU WOULD LIKE TO PREPARE A VERSION IN COLOR, TELL US WHICH COLORS YOU PREFER AND WE WILL PREPARE A COLOR VERSION FOR AN ADDITIONAL \$125.

☐ **CUSTOM SERVICE. FEES - TBD**

WE WILL DISCUSS YOUR NEEDS OVER THE PHONE AND PREPARE A PROPOSAL FOR SERVICES, WHICH MAY INCLUDE CHARACTER RESEARCH, NAMING, DESIGN, MODEL SHEETS, COLOR EXPLORATION AND FINAL ARTWORK. WORK BEGINS UPON RECEIPT OF YOUR DEPOSIT (USUALLY 50% OF ESTIMATED TOTAL FEES). FINAL ART WILL BE DELIVERED IN DIGITAL FORMAT UPON RECEIPT OF FINAL PAYMENT. THE SCHEDULE WILL DEPEND ON THE SCOPE OF WORK AND OUR WORKLOAD.

☐ **OTHER SERVICES** PROVIDED @ \$125/HOUR WITH A MINIMUM FEE OF \$375. TELL US WHAT YOU NEED AND WILL SEND YOU AN ESTIMATE.

☐ NAME

☐ MODEL SHEET - A PAGE WITH FRONT, SIDE AND BACK VIEWS OF MASCOT

☐ RESEARCH - TEST SOME ALTERNATE CONCEPTS

USAGE RIGHTS

PURCHASED DESIGNS - ALL PURCHASED DESIGNS ARE THE SOLE PROPERTY OF THE PURCHASER WITH JUST ONE PROVISION: WWW.MASCOTCARTOON.COM RETAINS THE RIGHT TO USE THE IMAGE FOR SELF-PROMOTIONAL PURPOSES. IN THAT EVENT, THE IMAGE'S OWNER WILL BE CLEARLY IDENTIFIED ALONG WITH THEIR COPYRIGHT.

PRELIMINARY AND UN-PURCHASED DESIGNS - UNLESS OTHER ARRANGEMENTS ARE MADE, WWW.MASCOTCARTOON.COM RETAINS ALL RIGHTS TO ALL PRELIMINARY CONCEPTS, SKETCHES, DRAWINGS AND UN-PURCHASED DESIGN OPTIONS.

WARRANTY OF ORIGINALITY

WITHOUT QUESTION, LIKE EVERYONE ELSE WHO DRAWS CARTOONS, WE ARE INFLUENCED BY OTHER ARTISTS PAST AND PRESENT. HOWEVER, WE DO NOT INTENTIONALLY COPY OTHER ARTIST'S WORK AND WARRANT THAT ALL DESIGNS WE PRODUCT WILL BE AS UNIQUE AND ORIGINAL AS WE CAN POSSIBLY MAKE THEM.

PROCEDURES

WE WILL BILL YOU IN STAGES AS THE WORK PROGRESSES:

- 1) WE MUST RECEIVE A DEPOSIT (USUALLY 50%) TO BEGIN WORK ALONG WITH A COMPLETED COPY OF THIS FORM.
- 2) AFTER ABOUT TWO WEEKS, WE WILL E-MAIL YOU THE PRELIMINARY DESIGN(S) FOR YOUR APPROVAL. DEPENDING ON THE SERVICE YOU CHOSE, YOU MAY OR MAY NOT HAVE CHOICES AND THE OPTION TO MAKE CHANGES.
- 3) ONCE YOU APPROVE THE INITIAL OR ROUGH DESIGN. WE WILL BEGIN WORK ON THE FINAL DESIGN. WHEN THIS WORK IS COMPLETE (USUALLY ABOUT TWO WEEKS), WE WILL E-MAIL YOU A LOW-RESOLUTION, WATERMARKED IMAGE FOR YOUR APPROVAL.
- 4) WHEN YOU RECEIVE THE FINAL DESIGN YOU CAN STILL MAKE SMALL CHANGES WITHOUT INCURRING ADDITIONAL FEES. HOWEVER, MAJOR CHANGES WILL REQUIRE ADDITIONAL FEES.
- 5) WE WILL E-MAIL YOU FINAL, HIGH-RESOLUTION ARTWORK ONLY AFTER WE RECEIVE FINAL PAYMENT. IF PAYMENT IS A CHECK, WE WILL FORWARD MATERIALS AFTER THE CHECK CLEARS OUR BANK.

PAYMENT

☐ CREDIT CARD ☐ VISA ☐ MASTERCARD

CARD # _____ EXP DATE ____/____

☐ PERSONAL OR COMPANY CHECK (WE ALLOW 10 DAYS TO CLEAR)

☐ CHECK ENCLOSED