



OFFICIAL LICENSING PROGRAM
FOR THE NFHS

January 1, 2019

Good afternoon!

Over the past decade, K12 Licensing has helped high schools across the country implement comprehensive trademark licensing programs designed to achieve three primary goals: brand protection, brand promotion, and revenue generation.

With these goals in mind, we are excited to present schools with the opportunity for officially licensed apparel to be made available through Amazon with free two-day shipping for all Amazon Prime customers.

Through K12 Licensing, merchandise will be produced on demand and sold by Amazon, reaching millions of customers worldwide with no upfront investment or costs to K12 Licensing clients. K12 Licensing will actively manage all product designs and ensure that all district and high school trademarks are being used correctly. Additionally, K12 Licensing will support improved search results via marketing spend with Amazon.

Having officially licensed apparel available on Amazon, and having it be among the first items to appear in most online searches, will help combat the sale of unlicensed merchandise. This will allow K12 Licensing to better protect and promote each school's brand, while also creating a new revenue stream.

If you are not currently working with K12 Licensing, but would like to see product on Amazon, or if you are a current K12 Licensing client and prefer not to see your brand on Amazon, please contact me at the email or number below.

Best Regards,

A handwritten signature in black ink, appearing to read "Jared Harding", with a stylized flourish at the end.

Jared Harding

jharding@k12licensing.com

P: 765-404-1770

About K12 Licensing

K12 Licensing is the official licensing agency for the National Federation of State High School Associations and 31 state athletic and activities associations. As a division of Learfield Licensing Partners, K12 clients have access to the same systems and personnel that power the licensing programs for 650+ universities and athletic conferences including the Big Ten Conference and Pac-12 Conference.