the Wilds cooperative of PENNSYLVANIA

Growing and connecting
unique small businesses
in the Pennsylvania Wilds

MEMBERSHIP GUIDELINES





The Wilds Cooperative of Pennsylvania is a network of Juried Artisans, Trading Posts, Host Sites and Public Art spanning 12.5 majestic counties of the Pennsylvania Wilds. This network is promoted as an experience to travelers and supported by a robust layer of Patrons and Creative Service Partners invested in growing this important cottage industry.

JURIED ARTISANS The talented makers at the heart of the Cooperative (read more on p. 10)

TRADING POSTS Any retail location where artisan products can be purchased (read more on p. 12)

HOST SITES Breweries, wineries, B&Bs, inns, restaurants, theaters and other establishments that are complementary to the Cooperative experience. (read more on p. 13)

PUBLIC ART Murals, outdoor sculptures and other works of art that are available and accessible to the public and help tell the story of the Pennsylvania Wilds region (read more on p. 14)

CREATIVE SERVICE PARTNERS Businesses and individual that provide a professional creative service throughout the region (read more on p. 15)

PATRONS Foundations, corporations, governments, nonprofits or individuals who support the Cooperative, financially or otherwise (read more on p. 17)



HISTORY The Wilds Cooperative of Pennsylvania, originally named the Pennsylvania Wilds Artisan Trail, was initially imagined as a way to grow the nature and heritage tourism industry in the Pennsylvania Wilds by promoting the region's unique artisan wood products, and tying them to the regional PA Wilds brand. The opportunity, however, was much greater. The PA Wilds is home to an impressive and diverse community of skilled artisans, craftspeople, and producers working across a variety of media. In the 2007, following the Artisan Development Initiative economics study, the PA Wilds Artisan Trail program was born. In 2015, the program was relaunched as the Wilds Cooperative of Pennsylvania to better reflect its growing membership and mission.

MISSION The Wilds Cooperative of Pennsylvania grows and connects the unique establishments central to our place-based tourism development. We provide members with branding and marketing tools; networking and education opportunities; access to new markets and products; and mentorship and referrals to PA's financial and technical service programs for small businesses.

PHILOSOPHY Our creative artists and entrepreneurs can influence our regional brand and visitor experience in a unique way. We are proud to be building one of rural PA's largest networks of creative entrepreneurs, to help them network and learn from each other, and to bring products to market that reflect our region's natural beauty, bounty and rural traditions, while giving an economic boost to our communities.

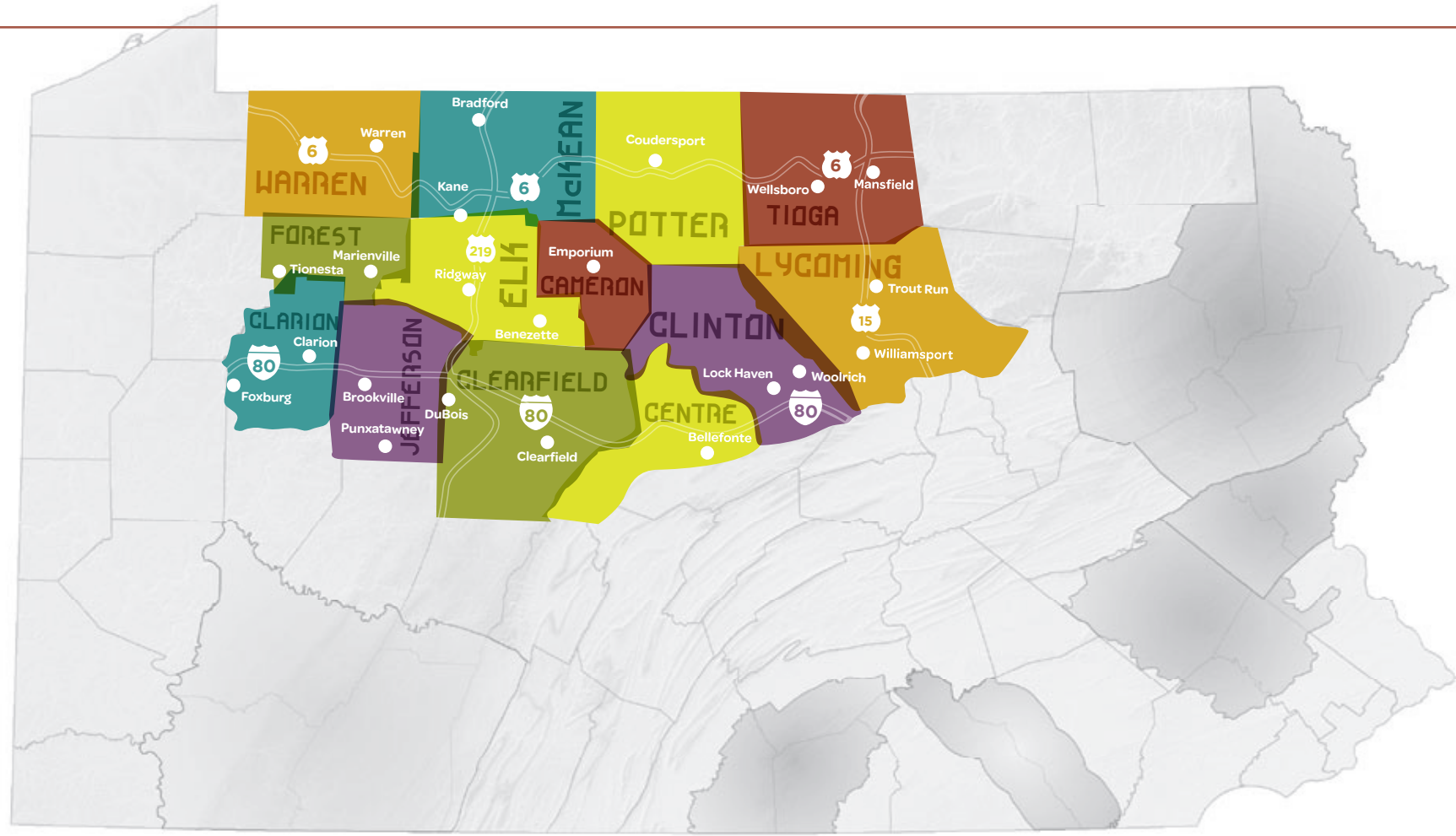
HOW WE'RE ORGANIZED The Wilds Cooperative of Pennsylvania is a program of the Pennsylvania Wilds Center for Entrepreneurship Inc. (PA Wilds Center), a 501(c)(3) regional nonprofit. Program development guidance is provided by a volunteer Advisory Committee comprised of program members and other stakeholders. Current advisory committee profiles can be found at pawildsartisans.com. Staff support for the Wilds Cooperative of Pennsylvania program is provided through a partnership with Elk County Council on the Arts (ECCOTA).

FOR MORE INFORMATION Contact ECCOTA staff: 814-772-7051
artisans@pawildscenter.org · 237 Main Street, Ridgway, PA 15853

FOLLOW US

The Wilds Cooperative is also covered regularly in the Wilds Are Calling blog:
pawildscenter.org/blog

THE WILDS COOPERATIVE OF PENNSYLVANIA IS THE PREMIER BUSINESS DEVELOPMENT PROGRAM OF THE PA WILDS CONSERVATION LANDSCAPE.



It provides tools to grow the kinds of unique businesses that are at the heart of the place-based tourism development being done in the Pennsylvania Wilds – creating jobs, diversifying local economies, inspiring stewardship, and improving quality of life in our region. As such, its brand and strategies are closely aligned with the Declaration of Principles for the Pennsylvania Wilds. **CLICK HERE TO VIEW**

To learn more about the PA Wilds Conservation Landscape effort, go to **pawildscenter.org**. Residents and businesses that reside in the Pennsylvania Wilds are eligible to be part of The Wilds Cooperative of Pennsylvania program.

BECOME A MEMBER

MEMBERSHIP LEVELS

Our online, user-friendly membership application will help applicants identify the appropriate membership level - or levels, if they qualify in more than one category. Expanded descriptions of the various membership types are outlined throughout the pages of this document, as well as requirement specifics and practical examples in all categories of membership.

Please note: Once the application process is started, a confirmation email will be sent immediately. If you do not see it in your inbox please check your spam or junk email folder and then add artisans@pawildscenter.org to your white list. More info about this can be found at **pawildsartisans.com/email**.

FEES

Membership fees are unrelated to any fees that Trading Posts or other retailers may charge to display or otherwise carry goods. These terms should be negotiated directly with those retailers. Renewing Members pay current rate for the appropriate Membership Level.

- **Application Fee ($20)** :: For first time applicants only. This fee is paid separately from membership fee, and includes two (2) jury sessions, plus membership processing. Additional Jury Sessions (optional) are $10 each, with a maximum of five total per annual cycle.
- **Membership Fee ($25, $75, $105 or $150)** :: Depending on Membership Level.
- **Jury Session Request ($10)** :: One must be completed every five years of Membership.

DEADLINES

Applications for the juried Wilds Cooperative of Pennsylvania program may be sent in at any time of year. However, jury decisions are made twice annually:

- **Spring Membership Cycle** :: Submission deadline is the third Monday in March; jury decision is no later than the third Monday in April. Membership year runs May 1 through April 30 of the following year.
- **Fall Membership Cycle** :: Submission deadline is the third Monday in September; jury decision is no later than the third Monday in October. Membership year runs November 1 through October 31 of the following year.

MEMBER REQUIREMENTS

RESIDENCY

All applicants must have been full-time Pennsylvania Wilds residents for at least six months prior to the application deadline. To actively produce and sell juried work under program membership, Juried Artisan Members must remain as PA Wilds residents.

For proof of identity, submit copies of any one of the following with your application:

- Valid and current (unexpired) Pennsylvania Drivers License or PA State ID Card with legible dates of issuance and expiration;
- Voter registration card (stamped copy from county clerk's office);
- Unexpired U.S. Passport or Permanent Resident Card with legible dates;
- Proof of lawful admittance for permanent residence or proof of permission from the Department of Homeland Security to work permanently in the U.S.;

For proof of residency (required only for new individual applicants), submit copies of any one of the following with your application;

- Current utility bill (gas, electric, phone, cable, satellite, etc.), lease agreement or property tax record (owners), showing name and address.

NATIVE AMERICAN APPLICANTS

Native American works must be submitted along with a copy of applicant's membership card in a federally or state recognized Indian tribe, band, nation, organized group or community for authenticity purposes. The Indian Arts and Crafts Act of 1990 makes it illegal to sell or display with intent to sell, any product not made by Native American Indians in a way that falsely suggests it was.

SALES TAX LICENSE

If you make taxable sales, you are required to obtain a PA Sales Tax License. Visit **pa.gov** or **revenue.pa.gov** and search "rev-717" for details.

STATE AND FEDERAL REGISTRATION

It is your responsibility to inform yourself about doing business in Pennsylvania. Entrepreneurs who operate under their own given name as Sole Proprietors, with zero employees, and use their Social Security Number for tax filing are not required to register their businesses with the PA Department of State. All others must register. Business establishments with paid employees must register with the state. Visit **pabizonline.com**, where small business owners can electronically register with the PA Departments of Labor and Industry, Revenue, and State.

The PA Small Business Development Center is also a useful resource. Federal regulations can change. Consult the Small Business Administration (**sba.gov**) and the Internal Revenue Service (**irs.gov**) for more about business requirements.

FOOD SAFETY

Food artisans, producers and retail food facilities must comply with all PA Department of Agriculture guidelines, as well as applicable state and local regulations. Applicants must have the necessary permits/licenses in hand, before submitting an application to the Wilds Cooperative of Pennsylvania. Food retail and/or wholesale operators, and their employees, must be in compliance with applicable provisions of the Federal Food Safety Act, the Retail Food Facility Safety Act and requirements referenced at the PA Dept of Agriculture site (**agriculture.pa.gov**).



MEMBER RESPONSIBILITIES

Wilds Cooperative of Pennsylvania members create memorable experiences – a visit to a local craft winery or distillery, a meal at a local restaurant, public art, a show at the local playhouse and, of course, locally-made artisan products at unique independently-owned stores, lodges, galleries and gift shops.

As a member, you have access to a thought-out and growing brand to use on your products, which plugs you into a network to bring your products to market and customers to Trading Posts —but it is up to each participant to make sales happen. In short, the program works best for those who make it work for them. You will need to be proactive about promoting your juried status and selling your work. As an important asset of the PA Wilds program, we count on you to be ambassadors of the brand and create a positive and lasting impression in the minds of travelers.

Responsibilities specific to certain member types can be found at **pawildsartisans.com.**

MEMBER BENEFITS

The Wilds Cooperative helps grow and connect unique small businesses in the region by providing branding and marketing tools; education and networking opportunities; access to new markets; and referrals to PA's financing and technical assistance service provider network for small businesses.

	JURIED ARTISANS		TRADING POSTS	HOST SITES	CREATIVE SERVICE PARTNERS	PATRONS
	BASIC	*PROFESSIONAL*				
Presence on digital/print materials and social media	X	X	X	X	X	X
Access to digital brand toolkit	X	X	X	X	X	X
Online profile in Member Directory	X	X	X	X	X	X
One (1) printed branding asset (i.e. window cling)	X	X	X	X	X	X
Additional printed branding assets		X	X	X	X	X
Discounts on additional printed branding assets		X	X	X	X	X
100 Hang Tags (add'l available for purchase)		X				
Discounts on professional development workshops and opportunities	X	X	X	X	X	X
Discounts on other member services	X	X	X	X	X	X
Listing in Buyers' Guide		X	X	X	X	
Ad in Buyers' Guide						X
Eligibility to sell products in gift shops run by the Wilds Cooperative of Pennsylvania		X	X	X	X	

MEMBER BENEFITS

Some examples of branding assets, both in production and planning phases. Stay informed on new low-cost branding tools available to members by signing up for the Wilds Cooperative weekly e-blast at **pawildsartisans.com**.



JURIED ARTISAN HANGTAGS - *Available July 2016*
(100 included in Professional Artisan Membership)



PATRON TABLE TENTS
Available Fall 2016



TRADING POST FLAG SIGNAGE
Availability TBD - Sponsorship Opportunity!



PATRON WINDOW CLINGS
Available Fall 2016



TRADING POST SIDEWALK SIGNAGE
Availability TBD - Sponsorship Opportunity!

JURY PROCESS DETAILS

The Wilds Cooperative of PA is a juried program for individuals and businesses applying for Juried Artisan membership, and for retail food facilities applying as Host Sites. Jury panels, made up of professionals from relevant fields, will determine acceptance into the program after reviewing application materials, including required images and jury registration. Renewing members must undergo jurying at least once every five years.

Juries are convened twice yearly to evaluate applications and images, complete scoring sheets, and write comments designed to be helpful in marketing or promotion, or further improvement. Applications for Trading Post Membership from non-food businesses are reviewed by the PA Wilds program staff and advisors on a rolling basis.

DECISION CRITERIA

Juried Artisans' applications and related images are evaluated on artistic merit (70%), marketability (20%) and design/material sourcing (10%). Juries for artisan food producers, craft artists and local eateries focus first on local aspects such as ingredient/material sourcing (40%), followed by aesthetics and technique (30%), presentation and marketability (20%) and value-added features (10%). *For a variety of reasons, tasting is not a required part of the review of food items. In rare cases, juries might request food samples.*

Trading Posts' and **Host Sites**' applications are reviewed for space and willingness to accommodate local products (40%), presentation (20%), accessibility – i.e., location, access for disabled visitors, hours of operation (20%) and marketing and community connectivity (20%).

BASIS FOR ADMISSION

Applicants to The Wilds Cooperative of PA will upload images of their work, products and/or business locations into Member Photo Albums associated with their Member Profile. Albums may be created for each medium or category being submitted for review, and each album may contain up to 10 images, with information about the individual images as captions for each image. The application fee includes up to 2 jury sessions. Additional juries (up to 5 in total) may be requested for extensive work. Craft artists may elect to be juried as visual artists if materials used in their craft have no local connection, or if the work has aesthetic purpose rather than functionality. There are restrictions on what can be submitted for a jury session. Be sure to read restrictions section before you apply.

MULTIPLE JURY SESSIONS

Artisans (in visual arts, craft or food) who work in multiple artistic media, offer several regional specialties, or create different types of products to sell, may apply for multiple jury sessions for distinct categories of work. Examples of those who might request two jury sessions:

- An artist who works in watercolors and in oil pastels
- A chef who makes omelets from local eggs and also features a dessert made in-house
- A farmer who makes cheese and also sells sausages
- A woodworker who makes rustic benches and also wooden jewelry boxes
- A beekeeper who sells honey and also makes beeswax candles

In each of these examples, the applying artisan would be responsible for paying for two jury sessions ($10/session - $20/total).

ADMISSION SUCCESS

Applicants will receive an email notifying them of the admission decision. Jury comments are not included in the notification, but applicants may contact our staff to review the comments. Applicants must agree to these terms if they choose to participate in the program.

Decisions are announced within 45 days of the submission deadlines. Newly admitted Members at all levels will receive immediate access to the digital tool box and will be able to take advantage of all membership benefits.

Successful Professional Artisan, Host Site and Trading Post members will receive appropriate printed materials through US Mail.

JURIED ARTISANS

Juried Artisans are the talented makers at the heart of the Wilds Cooperative of Pennsylvania. The two categories of Juried Artisans are Basic Membership and Professional Artisan.

Basic Members are those who are admitted with a jury score between 100-300 - OR - those with a higher jury score who elect to enroll at this level.

Professional Artisans are those who are admitted with a jury score above 301.

ANNUAL FEE
$25 (Basic) / $105 (Professional)
plus a one time $20 application fee

HOW TO APPLY

1. **Visit pawildsartisans.com**, select "Join Us", then "Artisan Application". Complete all required fields.

   TIP: The "About" section can be used to highlight your background, education, skills, and any other information that may not be communicated elsewhere.

2. **Create a Member Photo Album** and include image information in the caption area (up to ten for each jury session).

3. **Register for the next applicable Jury Event** (spring or fall). Application fee is $20, plus $10 for each additional medium or category registered for review (optional).

4. **Submit one ID proof + one proof of residency** via email (**artisans@pawildscenter.org**) or by mail (see Welcome page for contact info).

NOTE: If accepted, your application becomes your profile in the Member Directory (and Buyers' Guide for Professional Level Artisans) . The Directory is how other members, buyers and the general public will be able to find you and your product. As a member, you will be able to log into your profile and update it as often as you like.

FINE ARTISTS, VISUAL ARTISTS

Whether working on a small canvas or the side of a building, the creative spirit and artistic output are what qualify artists in this category. If you primarily use materials sourced in the PA Wilds, and your art has practical or function value, you may opt to apply as a Craft Artist.

EXAMPLES: Painting, sculpting, photography, jewelry, fiber art, and more.

SPECIFICATIONS

- Include only work or products that have been created within the past three years.
- Submit images of a cohesive, significant body of work, rather than a diverse range.
- Include multiple images of works created in a particular medium or using similar technique.
- Digitally created or manipulated work must be derived from the artist's original work.
- Show both the whole works and detailed close-ups (at least one detail shot must be included.)
- Curate your jury exhibit. Pieces should work together and complement each other to clearly represent your essence as an artist.

RESTRICTIONS

- Items purchased and decorated, or items created by combining purchased commercial objects are not eligible, unless commercial objects play a subordinate role.
- Artwork created under the supervision of an instructor within an undergraduate or graduate degree program is not eligible.
- Appropriated images are prohibited (e.g., digital Clip-art, downloaded paintings, drawings, etc.).
- Artwork and crafts identified as Native American but not made by native Americans are not eligible, as stated in The Indian Arts and Crafts Act of 1990 (P.L. 101-644).

CRAFT ARTISTS

Artists who use materials found or grown in the region may choose to apply in this category, which is characterized by transforming material and capturing beauty, not only in visual appeal but also through form and function.

EXAMPLES: Folk art, wood carving, pottery, knit and crochet wearables, and more.

SPECIFICATIONS

- Include only work or products that have been created within the past three years.
- For each area endeavor, select up to ten images that best reflect the spirit of your work.
- Show both the whole works and detailed close-ups (at least one detail shot must be included.)

RESTRICTIONS

- Candles made of soy wax, or petroleum bases like paraffin are prohibited (beeswax is permitted).
- Insect repellents are not within the program's scope, even when made from natural ingredients.
- Currently, products such as soaps and personal care items which are primarily used cosmetically are admitted on an extremely limited basis. Unless the primary ingredient or base is a locally sourced, natural product, these products are currently not eligible for PA Wilds jury sessions.
- Soaps that use herbs, milk or other local farm ingredients are not eligible if base is a non-local ingredient (sodium tallowate, sodium cocoate, sodium palm kernelate, etc.) or when made from exotic oils (olive oil, coconut oil, etc.), or when perfumed/colored with synthetic substances.
- Artwork and crafts identified as Native American but not made by native Americans are not eligible, as stated in The Indian Arts and Crafts Act of 1990 (P.L. 101-644).

FOOD ARTISANS

The nature and process of transformation are what qualify a food product for jury sessions. Examples: sap into syrup; milk into cheese; meat into sausage; fruit into jam, etc. The key factors are added value, scale of production, and technique or methods. These points of evaluation can reflect a special concern for quality or preservation of traditional ways. Food enterprises apply at the Artisan level unless classified by the state as Retail Food facilities.

EXAMPLES: Baked goods, sauces, candies and confections, cheeses, butters, teas, and more.

SPECIFICATIONS

- Images must represent foods currently available or recent seasonal offerings (within one year).
- Show both the whole works and detailed close-ups (at least one detail shot must be included.)
- If you sell retail, include at least one image that shows label and/or packaging clearly and legibly.
- Include images that best reflect the spirit of your artisan endeavor.
- Include at least one image of the setting and/or production activity related to your product (limit four). Especially useful for juries are images that show the method or scale of production.

IF YOU HAVE ANY QUESTIONS, OR NEED ASSISTANCE, THE ECCOTA STAFF IS ALWAYS HAPPY TO HELP.

814-772-7051
ARTISANS@PAWILDSCENTER.ORG

TRADING POSTS

Trading Posts are retail locations where artisan products can be purchased. Trading Posts can be either non-profit or for-profit businesses. Non-profit Trading Posts are expected to hold one PA Wilds Outreach event per year of membership.

ANNUAL FEE
$75 (Non-profit) / $105 (For-profit)

HOW TO APPLY

1. **Visit pawildsartisans.com,** select "Join Us", then "Trading Post Application". Complete all required fields, including your Tax ID number or Employer ID Number (EIN) and Sales Tax License Number.
2. **Create a Member Photo Album** and include image information in the caption area (up to ten for each jury session).
3. **Submit one ID proof + one proof of residency** via email (**artisans@pawildscenter.org**) or by mail (see Welcome page for contact info).

NOTE: If accepted, your application becomes your profile in the Member Directory. The Directory is how other members, buyers and the general public will be able to find you and your product. As a member, you will be able to log into your profile and update it as often as you like.

HOST SITES

Host sites are cultural, recreational, tourism, or dining establishments throughout the region that are complementary to the Cooperative experience, such as restaurants, theaters, breweries, wineries and inns.

ANNUAL FEE
$105

HOW TO APPLY

1. **Visit pawildsartisans.com**, select "Join Us", then "Host Site Application". Complete all required fields, including your Tax ID number or Employer ID Number (EIN) and Sales Tax License Number.
2. **Create a Member Photo Album** and include image information in the caption area (up to ten for each jury session).
3. **Submit one ID proof + one proof of residency** via email (**artisans@pawildscenter.org**) or by mail (see Welcome page for contact info).

NOTE: If accepted, your application becomes your profile in the Member Directory. The Directory is how other members, buyers and the general public will be able to find you and your product. As a member, you will be able to log into your profile and update it as often as you like.

PUBLIC ART

Public Art includes murals, outdoor sculptures and other works of art that are available and accessible to the public and help tell the story of the Pennsylvania Wilds region.

ANNUAL FEE
None

NOMINATION PROCESS

- We define public art as any media planned and executed with the specific intention of being sited or staged in the physical public domain, usually outside and accessible to all.
- To be considered for inclusion in the Wilds Cooperative Directory, itineraries and maps, the artwork must be permanent.
- The artwork must be publicly accessible and created by an artist; or original artwork selected using a process that includes the public; or publicly accessible artwork that considers the social and physical context of the site. Examples include murals, monuments, memorials, statues and architectural landmarks.
- Public art can be nominated by visiting **pawildsartisans.com/publicart**

CREATIVE SERVICES PARTNERS

Creative Service Partners are businesses and individuals who provide a creative service, such as designers, photographers, web designers, bloggers, creative firms, architects, and landscapers.

ANNUAL FEE
$105, plus a one time $20 application fee

HOW TO APPLY

1. **Visit pawildsartisans.com**, select "Join Us", then "Creative Services Partners Application". Complete all required fields.
2. **Create a Member Photo Album** and include image information in the caption area (up to ten for each jury session).
3. **Register for the next applicable Jury Event** (spring or fall). Application fee is $20, plus $10 for each additional medium or category registered for review (optional).
4. **Submit one ID proof + one proof of residency** via email (**artisans@pawildscenter.org**) or by mail (see Welcome page for contact info).

NOTE: If accepted, your application becomes your profile in the Member Directory. The Directory is how other members, buyers and the general public will be able to find you and your product. As a member, you will be able to log into your profile and update it as often as you like.

TIPS FOR LOOKING YOUR BEST

TAKING PHOTOS

- Best results are achieved by shooting in indirect natural light, rather than using flash.
- Avoid lighting that will alter your works' or locations' true colors in any way.
- For the jury process, you are allowed to include images of work that is not for sale.
- Include some detail shots with each group.
- Read the Specifications for your membership type.
- If you are an artist with your own retail site, images of your retail site and activities do not count toward the limit of two Mediums or Categories with application fee, for your juried creative work.

CHECKING THE IMAGES BEFORE UPLOADING

- Zoom in to view your images to ensure they are in sharp focus with sufficient resolution.
- For best results, view your images on a bigger screen to check their quality.
- Select the best images and organize them into groups (no more than ten per group).

TECHNICAL SPECS

- Images should be 300 dpi, minimum eight inches wide at 100% viewing size.
- Upload tiff or jpeg formats, up to 10MB.

UPLOADING YOUR IMAGES

- Applicants will create a photo album for each Medium or Category to be reviewed by the jury. When creating the album, title it "for jury review". Use the album description area to briefly describe your work, include the medium or category.
- Before uploading, name image files in the following format: "yourlastname-Titleofthepiece" Example: Peters-LongDaysnight.jpg be sure to leave no spaces between words and use a dash between your name and the title. If the title is lengthy you may use the first two words.
- In the caption box for each image, provide the following information: Title, Medium or Category, Dimensions, Original or Reproduction (visual and Crafts products only), and Sale Price.

PATRONS

Launching a regional brand that connects assets across a 12 ½ county landscape, resonates with residents and visitors, and works one-on-one with unique small businesses would not be possible without our Patrons.

Contact us to discuss Patron opportunities.

PATRON PROFILES

- Large companies or organizations who have committed to regularly purchasing locally-made products from Wilds Cooperative members.
- High-profile individuals, such as state or federal legislators, who have committed to regularly purchasing locally-made products from Wilds Cooperative members, and use their platform to promote awareness about the Wilds Cooperative and its Made By Hand brand.
- Funders and strategy partners – federal, state and local governments, foundations and corporations, nonprofits and others who want to see the nature and heritage tourism industry in our region flourish, and know the Wilds Cooperative is an important part to making that happen.
- Current Patrons include: PA Dept. of Community & Economic Development, PA Dept. of Conservation & Natural Resources, Appalachian Regional Commission, North Central Regional Planning & Development Commission, Stackpole-Hall Foundation, West Penn Power Sustainable Energy Fund, and the PA Wilds Planning Team

USING THE PA WILDS LOGO

Producers in the Wilds Cooperative, especially those who can produce in higher quantities, are encouraged to consider making a PA Wilds-branded product. This takes an extra layer of applications and, if successful, a licensing contract. Licensing can create new opportunities for businesses. Current licensees make PA Wilds-branded hand-forged jewelry, PA Wilds-branded hand-thrown coffee mugs, and PA Wilds-branded t-shirts, hats and fleece jackets.

If you have an idea for a PA Wilds branded product, or are interested in carrying some of these products at your store, contact us for more information.

NON-SALEABLE USES:

- Includes using the logo on business or event websites, banners, rack cards, signage and other marketing materials not sold in the marketplace. There is no cost for this type of use but a one-page application is required. Approval takes about one week.

SALEABLE USES:

- Includes using the logo on t-shirts, hats and other merchandise to be sold to customers. These types of uses require a contract.
- A standard royalty is collected: 4.5% on retail or 9% on wholesale. Royalties stay in the region to support the PA Wilds effort.

Applications are required for both non-saleable and saleable uses and can be found (along with the official Brand Book) at **pawildscenter.org/use-the-pa-wilds-brand/**

CO-BRANDING EVENTS WITH THE WILDS COOPERATIVE

There are always opportunities to pair with the Wilds Cooperative brand and to put on co-branded events, including Pop-Up Shops, street fairs, festivals, collaborative art shows, and other outreach and commerce events.

HOW TO APPLY

Members of the Wilds Cooperative can apply to have a co-branded event by visiting **pawildsartisans.com/Co-Branding**

An event must meet the following criteria to qualify as a co-branded event:

- The event must be held at a Wilds Cooperative member site (Trading Post or Host Site) and/or the event must be registered and organized by a member of the Wilds Cooperative.
- A minimum of 75% of the vendors or exhibitors must be current members of the Wilds Cooperative.
- The event must be open to the general public.
- Use of the Wilds Cooperative in marketing materials must follow the branding guidelines. **Download a copy here**.
- Registration must occur a minimum of 30 days before the event date by visiting **pawildsartisans.com/Co-Branding**

WHAT OUR BRAND STANDS FOR

The Wilds Cooperative of Pennsylvania name captures the spirit of place and partnership upon which the program is founded and operates. It evokes an aspirational "of the people, for the people" feeling, where grassroots, homegrown, organization, and commerce all intersect, and welcomes and inspires collaborators and investors for the long-run.

The 'Made By Hand' brand reflects the relationship among our artisans, the high-quality products they create, and the unique core values they represent as residents of the Pennsylvania Wilds. These elements include: Tradition, authenticity, natural, environmentally sensitive, attention to detail, values, quality, craftsmanship.