

## FOLK ALLIANCE REGIONAL AFFILIATION AGREEMENT

This Folk Alliance Regional Affiliation Agreement (the “**Agreement**”), effective as of this 27th day of June, 2025 (“**Effective Date**”), is by and between Folk Alliance International (“**FAI**”), a Missouri non-profit organization with its principal place of business located at 601 Avenida Cesar E. Chavez Street, Suite 100, Kansas City, MO 64131 and the region signing this Agreement below (“**Region**”) (each a “**Party**” and jointly the “**Parties**”).

**WHEREAS**, FAI is a non-profit organization with a mission to serve, strengthen, and engage the global folk music community through preservation, presentation, and promotion;

**WHEREAS**, Region is a separate non-profit organization, with mission alignment with FAI and focused on delivering that mission on a regional level; and

**WHEREAS**, both Parties desire a collaborative relationship to further their mutual goals.

**NOW THEREFORE**, in consideration of the covenants, representations and warranties and for other good and valuable consideration, the receipt, adequacy, and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. **Regional Partner.** By virtue of Region entering into and complying with this Agreement, Region shall be deemed, for the Term of this Agreement, a “**Regional Partner**” of FAI. Region’s designation as a Regional Partner shall be exclusive only within the Territory as defined herein.

2. **FAI Trademarks.**

(a) **Retained Ownership.** Region acknowledges that: (i) as between FAI and Region, FAI exclusively owns all trademarks, service marks, trade dress, trade names, domain names, social media handles, and other indicia of source or origin (collectively, “**Trademarks**”) consisting of or incorporating “Folk Alliance International,” “Folk Alliance”, or associated logos and all variations or acronyms of any of the foregoing, including all registrations and applications for registration thereof and any Trademark confusingly similar thereto or dilutive thereof (collectively, the “**FAI Marks**”). For the sake of clarity, FAI does not claim ownership of Region’s website or social media account; FAI only retains ownership of its Trademarks even if incorporated into Region’s domain name or social media handle. Nothing in this Agreement conveys upon Region any right related to FAI Marks other than as specifically provided in the license provided in **Section 2(b)**. Upon expiration or termination of this Agreement for any reason, FAI shall retain all rights in FAI Marks and Region shall retain no rights in FAI marks.

(b) **License.** For the Term of this Agreement FAI grants Region a limited, freely revokable, non-exclusive, non-transferrable license to use the FAI marks solely within the Territory and solely for the purposes necessary for Region to perform its obligations under this Agreement.

3. **Membership Shared Pool.** FAI will share 30% (the “**Shared Pool**”) of its gross membership revenue from its members located in North America with its Regional Partners. Region’s portion of the Shared Pool (“**Region’s Share**”) shall be determined by dividing the Shared Pool by the number of FAI’s Regional Partners in North America. By way of example, if the Shared Pool is \$50,000, and if FAI has twenty (20) Regional Partners, then Region’s Share would be \$2,500. Region’s Share shall be determined as of the end of each calendar quarter and shall be paid within thirty (30) days of the end of the calendar quarter by any reasonable means designated by FAI.

4. **Territory.** Region’s Territory shall be as defined in **Exhibit A** (the “**Territory**”), which may be amended from time to time by the Parties through a newly executed **Exhibit A**. The Territory defined on a new **Exhibit A** with the most recent execution date shall supersede and replace in its entirety all previous versions, regardless of anything to the contrary contained in any version. The Territory is independent of any territory established or otherwise identified in Region’s Bylaws.

5. **FAI Regions Committee.** Region shall be a member of FAI’s Regions Committee as established by FAI (the “**FAI Regions Committee**”). Region may designate its representative(s) on the FAI Regions Committee. Region may have up to four (4) representatives on the FAI Regions Committee. Regardless of the number of representatives, Region shall have one (1) vote on the FAI Regions Committee. FAI shall have one (1) vote on the FAI Regions Committee.

## **6. Region's Bylaws.**

(a) FAI acknowledges that Region's current bylaws (the "**Bylaws**," attached as **Appendix 1** to this Agreement) are acceptable. Any changes to the Bylaws must be approved through the process outlined below. REGION REPRESENTS AND WARRANTS THAT THE REQUIREMENT FOR FAI APPROVAL FOR AMENDMENTS TO ITS BYLAWS DOES NOT VIOLATE ITS BYLAWS IN THEIR CURRENT FORM OR ANY LAW OR PRESENT ANY RISK OF REMOVING REGION'S TAX-EXEMPT STATUS.

(b) Should Region desire to change its Bylaws, the following process shall be followed:

(i) Region submits the proposed Bylaws to the FAI Regions Committee.

(ii) FAI Regions Committee reviews the proposed changes within thirty (30) days. Approval requires an absolute majority of the voting members of the FAI Regions Committee.

(iii) Once approved, the proposed Bylaws shall be placed on the agenda for the next scheduled meeting of the FAI board of directors (the "**FAI Board**").

(iv) If the FAI Board does not approve the changes, Region may make changes and resubmit the proposed Bylaws to FAI according to the first step.

(c) Representatives of Region shall have the right to appear before FAI Board to present the Region's case for the proposed changes.

(d) Region acknowledges that only the FAI Board can approve changes to the Bylaws before such changes may be enacted by a vote of the Region's members in accordance with such Region's approved bylaws. The FAI Regions Committee can facilitate discussion and agreement but does not have the authority to make binding decisions on the Board's behalf.

## **7. Region's Representations and Warranties.** Region represents and warrants that at all times during the Term:

(a) and for a period of 2 years thereafter, Region shall, at its own expense, maintain and carry in full force directors and officers with Side A and Side B coverage reasonably acceptable to FAI;

(b) it is in compliance with all laws and regulations governing its operations, including but not limited to state and federal data privacy and protection laws regarding the collection, processing, and sharing of personal information, and all Region's privacy policies and procedures allow and disclose its ability to collect, process, and share information as required under this Agreement;

(c) it is duly qualified to do business and is in good standing in every jurisdiction in which such qualification is required;

(d) it has the full right, power, and authority to enter into this Agreement and to perform its obligations hereunder;

(e) the execution of this Agreement by the individual whose signature is set forth at the end of this Agreement and the delivery of this Agreement by Region has been duly authorized by all necessary corporate actions on the part of Region; and

(f) the execution, delivery, and performance of this Agreement by Region will not violate, conflict with, require consent under or result in any breach or default under (1) any of Region's organizational documents (including its certificate of incorporation and by-laws) (2) any applicable Law (including those governing Region's tax exempt status), or (3) the provisions of any material contract or agreement to which Region is a party or to which any of its material assets are bound.

## **8. Region's Responsibilities.**

(a) Region shall grant members of FAI full membership in Region, with all rights and privileges of any other full member of Region.

(b) Region shall provide FAI members a discounted registration fee to all Region conferences and individual events, with such discount no less than 10%.

(c) Region shall provide email contact information or access to email contact info for all conference (event) registrants to FAI within 30 days of the event.

(d) Region shall provide to FAI on an annual basis, or more frequently if requested:

(i) Certificates of insurance for all insurance required under Section 7(a);

(ii) A list of Region's current board members and their contact information.

(iii) Region's Financial Data.

(e) Region agrees that FAI may audit its finances, and agrees to provide FAI access to its books, if the FAI Regions Committee believes, in good faith, that such an audit is necessary to protect the FAI Regions Committee and the network comprised of its member organizations or otherwise to support the fulfillment of the purposes of this Agreement. In the event the FAI Regions Committee deems an audit of Region is necessary, FAI agrees to be responsible for one half of the costs directly related to the audit.

(f) Region shall include the FAI logo or website URL ([www.folk.org](http://www.folk.org)) or both in all of Region's advertising and newsletters within the Territory. Wherever space permits, Region will include the text, "For more info on Folk Alliance International, visit [www.folk.org](http://www.folk.org)." Region shall follow the Trademark Guidelines attached in **Exhibit B**, which are hereby incorporated as if fully set forth herein and which may be updated from time to time by FAI in its sole discretion, when using the FAI logo or other FAI trademarks.

(g) Region also agrees to use good faith efforts to promote FAI membership, conferences, and other FAI services and to cooperate with reasonable requests from FAI regarding promotional efforts.

(h) Region shall provide two (2) complimentary registrations to FAI for Regional's conferences and other events and reduced registration for all current FAI board members and staff (food, hotel, or other perks to be included or excluded at the sole discretion of Region).

(i) Region shall give two (2) complimentary conference registrations to each of the other Regional Partners (food, hotel, or other perks to be included or excluded at the sole discretion of Region), and reduced conference registration for current board members and staff of other Regional Partners.

(j) Region shall hold annual elections to elect new board members and shall ensure that its Bylaws provide for such elections in accordance with this Section. The annual board elections will be run electronically through FAI utilizing the most current membership in the FAI database, determined in accordance with FAI policies, so all membership data is up to date. FAI exclusively will certify the results of each election.

(k) Region shall not produce a Conference that would occur during the period beginning on and including the 60<sup>th</sup> day prior to the first day of an FAI Conference and ending on and including the 75<sup>th</sup> day after the final day of an FAI Conference (the "**Restricted Period**"), without approval of FAI. A "**Conference**" is defined as a multiple day event for the public, either in person or online. For the sake of clarity, Region may produce one-day events, webinars, or online meetings during the Restricted Period.

(l) Region shall work collaboratively with other Regional Partners to avoid producing Conferences or other events that interfere with the Conference or events of other Regional Partners.

## **9. FAI's Responsibilities.**

(a) FAI will include the Region on their general liability insurance.

(b) FAI shall give two (2) complimentary registrations for the FAI Conference to Region, and reduced Conference registration for current board members and staff of Region.

(c) Upon request, FAI may provide timely e-mailings for the purpose of assisting the Region in the promotion of its Conference, special events, and annual board elections. Region will be responsible for providing all content of such email campaigns.

(d) FAI shall give Region access to membership information for all other Regional Partners for direct communication between each Regional Partner and their members. Likewise, Region hereby permits FAI to share its member information with the other Regional Partners.

(e) FAI will proactively send informational emails to our membership and mailing list to promote the value of Region.

(f) Special requests by Region to FAI for emergency support beyond what is provided for in this Agreement shall be discussed first and approved by the FAI Regions Committee, with final approval by the FAI Board.

(g) FAI shall not produce a Conference that would occur during the period beginning on and including the 60<sup>th</sup> day prior to the first day of a Region Conference and ending on and including the 75<sup>th</sup> day after the final day of Region Conference, without approval of the FAI Regions Committee; *provided that*, FAI shall have the right to set the date of one annual Conference before Region may set the date of any Region Conference.

(h) FAI will provide training sessions for Region on issues important to Region's leaders as requested by the FAI Regions Committee. These training sessions may include non-profit governance, sponsorship, finances, etc.

(i) FAI agrees to plan and fund an annual regional leadership retreat. Region is encouraged to send their President plus an additional board or staff member to the retreat.

## 10. **Dispute Resolution.**

### (a) **Regional Partner Disputes.**

(i) Should unresolved disputes arise between Region and another Regional Partner, FAI Regions Committee will mediate to resolve the issue. Should mediation fail to reach a mutually acceptable resolution, then FAI Regions Committee shall submit the dispute to binding arbitration by the FAI Board.

(ii) Representatives of the dispute shall have the right to appear before the FAI Regions Committee and/or FAI Board to present their respective case. Under extraordinary circumstances, an emergency FAI Board meeting can be called with three weeks' notice to resolve a major issue.

(b) **FAI Disputes.** The Parties shall resolve any dispute, controversy, or claim between themselves arising out of or relating to this Agreement, or the breach, termination, or invalidity hereof (each, a "**Dispute**"), under the provisions of this Section 10(b). The procedures set forth in Sections 10(b)(i) through (iii) shall be the exclusive mechanism for resolving any Dispute that may arise between the Parties from time to time and Sections 10(b)(i) through (ii) are express conditions precedent to litigation of the Dispute.

(i) **Negotiations.** A Party shall send written notice to the other party of any Dispute ("**Dispute Notice**"). The Parties shall first attempt in good faith to resolve any Dispute set forth in the Dispute Notice by negotiation and consultation between themselves, including not fewer than three (3) negotiation sessions attended by the president or equivalent of each Party. If the Parties cannot resolve any Dispute during the time period ending twenty (20) business days after the date of the Dispute Notice (the last day of such time period, the "**Escalation to Mediation Date**"), either Party may initiate mediation under Section 10(b)(ii).

### (ii) **Mediation.**

(1) Subject to Section 10(b)(i), the Parties may, at any time after the Escalation to Mediation Date, submit the Dispute to any mutually agreed to mediation service for mediation by providing to the mediation service a joint, written request for mediation, setting forth the subject of the dispute and the relief requested. The Parties shall cooperate with one another in selecting a mediation service and shall cooperate with the mediation service and with one another in selecting a neutral mediator and in scheduling the mediation proceedings. The Parties covenant

that they will use commercially reasonable efforts in participating in the mediation. The Parties agree that the mediator's fees and expenses and the costs incidental to the mediation will be shared equally between the Parties.

(2) The Parties further agree that all offers, promises, conduct, and statements, whether oral or written, made in the course of the mediation by any of the Parties, their agents, employees, experts, and attorneys, and by the mediator and any employees of the mediation service, are confidential, privileged, and inadmissible for any purpose, including impeachment, in any litigation, arbitration or other proceeding involving the Parties, provided that evidence that is otherwise admissible or discoverable shall not be rendered inadmissible or non-discoverable as a result of its use in the mediation.

(iii) *Litigation as a Final Resort.* If the Parties cannot resolve any Dispute for any reason, including, but not limited to, the failure of either party to agree to enter into mediation or agree to any settlement proposed by the mediator, within forty (40) business days after the Escalation to Mediation Date, either party may file suit in a court of competent jurisdiction in accordance with the provisions of Sections 14 and 15.

11. **Remedies.** The Parties agree that irreparable damage would occur if any provision of this Agreement were not performed in accordance with the terms hereof and that the parties shall be entitled to equitable relief, including injunctive relief or specific performance of the terms hereof, in addition to any other remedy to which they are entitled at law or in equity.

12. **Term and Termination.**

(a) **Term.** The term of this Agreement (the “**Initial Term**”) commences on the Effective Date and continues thereafter for a period of three (3) years, unless terminated sooner as provided in this Agreement.

(b) **Renewal.** The Parties may renew this Agreement for succeeding three-year terms (each a “**Renewal Term**” and together with the Initial Term, the “**Term**”) during the FAI Regions Committee meeting taking place during the 12 months prior to the expiration of the then-current Term. If there has not been an FAI Regions Committee meeting in the 12 months immediately preceding the expiration of the then-current term, the Agreement shall automatically renew until the next FAI Regions Committee meeting (“**Provisional Renewal**”). Following the first FAI Regions Committee meeting after the Provisional Renewal, the parties shall have a 30-day window to agree to a Renewal Term. If the Parties fail to agree to a Renewal Term or either Party provides written notice of non-renewal to the other Party during that period, the Agreement shall terminate at the end of such 30-day period. The terms and conditions of this Agreement during each Renewal Term or Provisional Term shall be the same as the terms and conditions in effect immediately prior to such renewal, unless the Parties agree otherwise in a writing signed by both Parties.

(c) **Termination for Cause.** This Agreement may be terminated before the expiration date of the Term on written notice by either Party, if the other Party breaches any provisions of this Agreement and either the breach cannot be cured or, if the breach can be cured, it is not cured by the breaching Party within forty-five (45) days after the breaching Party's receipt of written notice of such breach.

13. **Force Majeure.** No Party shall be liable or responsible to the other Party, or be deemed to have defaulted under or breached this Agreement, for any failure or delay in fulfilling or performing any term of this Agreement (except for any obligations to make payments to the other Party hereunder), when and to the extent such failure or delay is caused by or results from acts beyond the affected Party's reasonable control, including, without limitation: (a) acts of God; (b) flood, fire, earthquake, epidemic, pandemic, or explosion; (c) war, invasion, hostilities (whether war is declared or not), terrorist threats or acts, riot, or other civil unrest; (d) government order or law; (e) embargoes or blockades in effect on or after the date of this Agreement; (f) action by any governmental authority; (g) national or regional emergency; and (h) other similar events beyond the reasonable control of the affected Party. The Party suffering a Force Majeure Event shall give notice ten (10) days of the Force Majeure Event to the other Party, stating the period of time the occurrence is expected to continue and shall use diligent efforts to end the failure or delay and ensure the effects of such Force Majeure Event are minimized.

14. **Governing Law.** All matters arising out of or relating to this Agreement shall be governed by and construed in accordance with the internal laws of the State of Missouri without giving effect to any choice or conflict of law provision or rule (whether of the State of Missouri or any other jurisdiction).

15. **Submission to Jurisdiction.** Any legal suit, action, or proceeding arising out of or relating to this Agreement or the transactions contemplated hereby or shall be instituted in the federal courts of the United States of America or the courts of the State of Missouri in each case located in the County of Jackson County, Missouri, and each Party irrevocably submits to the exclusive jurisdiction of such courts in any such suit, action, or proceeding. The Parties irrevocably and unconditionally waive any objection to venue of any suit, action, or proceeding in such courts and irrevocably waive and agree not to plead or claim in any such court that any such suit, action, or proceeding brought in any such court has been brought in an inconvenient forum.

16. **Waiver of Jury Trial.** EACH PARTY HEREBY IRREVOCABLY WAIVES, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, ANY AND ALL RIGHT TO TRIAL BY JURY IN ANY LEGAL PROCEEDING ARISING OUT OF OR RELATING TO THIS AGREEMENT.

17. **Relationship of the Parties.** Nothing herein shall be construed to create a joint venture or partnership between the Parties hereto or an employer/employee or agency relationship. Region shall be an independent contractor pursuant to this Agreement. Neither Party hereto shall have any express or implied right or authority to assume or create any obligations on behalf of or in the name of the other Party or to bind the other Party to any contract, agreement, or undertaking with any third Party. Region may not do or say anything that communicates explicitly or implicitly that its relationship with FAI is anything other than as an independent contractor.

18. **Representations.** Both signatories to this document represent that they have the right and authority to enter into and perform under this Agreement.

19. **Indemnifications.** Each Party (“**Indemnifying Party**”) shall indemnify, hold harmless, and defend the other Party and its officers, directors, employees, agents, affiliates, successors, and permitted assigns (collectively, “**Indemnified Party**”) against any and all losses, damages, liabilities, deficiencies, claims, actions, judgments, settlements, interest, awards, penalties, fines, costs, or expenses of whatever kind, including attorneys' fees, that are incurred by Indemnified Party (collectively, “**Losses**”), arising out of or related to any third-party actual or threatened claim alleging: (a) breach or non-fulfillment of any provision of this Agreement by Indemnifying Party; (b) any reckless or willful misconduct in connection with the performance of Indemnifying Party’s obligations under this Agreement; (c) any bodily injury, death of any person, or damage to real or tangible personal property caused by the negligent or more culpable acts or omissions of Indemnifying Party or its Personnel (including any reckless or willful misconduct); or (d) any failure by Indemnifying Party to comply with any applicable federal, state or local laws, regulations, or codes in the performance of its obligations under this Agreement.

20. **Entire Agreement; Amendment.** This Agreement constitutes the entire agreement between the Parties with respect to the subject matter hereof and supersedes all prior understandings and agreements between the Parties with respect thereto. No modification or amendment of this Agreement, nor any waiver of any rights under this Agreement, shall be effective unless signed by both Parties.

21. **Waiver of Rights.** No waiver by any Party of any of the provisions hereof shall be effective unless explicitly set forth in writing and signed by the Party so waiving. No waiver by any Party shall operate or be construed as a waiver in respect of any failure, breach, or default not expressly identified by such written waiver, whether of a similar or different character, and whether occurring before or after that waiver. No failure to exercise, or delay in exercising, any right, remedy, power, or privilege arising from this Agreement shall operate or be construed as a waiver thereof; nor shall any single or partial exercise of any right, remedy, power, or privilege hereunder preclude any other or further exercise thereof or the exercise of any other right, remedy, power, or privilege.

22. **Severability.** If any term or provision of this Agreement is invalid, illegal, or unenforceable in any jurisdiction, such invalidity, illegality, or unenforceability shall not affect any other term or provision of this Agreement or invalidate or render unenforceable such term or provision in any other jurisdiction. Upon such determination that any term or other provision is invalid, illegal, or unenforceable, the Parties hereto shall negotiate in good faith to modify this Agreement to reflect the original intent of the Parties as closely as possible in a mutually acceptable manner in order that the transactions contemplated hereby be consummated as originally contemplated to the greatest extent possible.

23. **Headings; Interpretation.** The headings in this Agreement are inserted solely as a matter of convenience and for reference and shall not be considered in the construction or interpretation of any provision hereof. For purposes of this Agreement, (a) the words “include,” “includes,” and “including” are deemed to be followed by the words “without limitation;” (b) the word “or” is not exclusive; and (c) the words “herein,” “hereof,” “hereby,” “hereto,” and “hereunder” refer to this Agreement as a whole. Unless the context otherwise requires, references herein: (x) to sections, schedules, and exhibits mean the sections of, and schedules and exhibits attached to, this Agreement; (y) to an agreement, instrument, or other document means such agreement, instrument, or other document as amended, supplemented, and modified from time to time to the extent permitted by the provisions thereof; and (z) to a statute means such statute as amended from time to time and includes any successor legislation thereto and any regulations promulgated thereunder. This Agreement shall be construed without regard to any presumption or rule requiring construction or interpretation against the Party drafting an instrument or causing any instrument to be drafted. The schedules and exhibits referred to herein shall be construed with, and as an integral part of, this Agreement to the same extent as if they were set forth verbatim herein.

24. **Pronouns.** As the context so requires, whenever used in this Agreement, the singular shall include the plural, the plural shall include the singular, and any gender-specific terms shall be interpreted as gender-neutral, including but not limited to masculine, feminine, and neuter terms.

25. **Notices.** Each Party shall deliver all notices, requests, consents, claims, demands, waivers, and other communications under this Agreement (each, a “**Notice**”) in writing and addressed to the other Party at its address set forth on the first page of this Agreement (or to such other address that the receiving Party may designate from time to time in accordance with this section). Each Party shall deliver all Notices by personal delivery, nationally recognized overnight courier (with all fees prepaid), email (with confirmation of transmission), or certified or registered mail (in each case, return receipt requested, postage prepaid). Except as otherwise provided in this Agreement, a Notice is effective only (a) upon receipt by the receiving Party and (b) if the Party giving the Notice has complied with the requirements of this Section.

26. **Cumulative Remedies.** The rights and remedies under this Agreement are cumulative and are in addition to and not in substitution for any other rights and remedies available at law or in equity or otherwise.

27. **Further Assurances.** Each of the Parties hereto shall, and shall cause their respective affiliates to, execute and deliver such additional documents, instruments, conveyances, and assurances and take such further actions as may be required to carry out the provisions hereof and give effect to the transactions contemplated hereby.

28. **Successors and Assigns.** This Agreement shall be binding upon both Parties’ successors, executors, administrators, and other legal representatives. Neither Party may assign this Agreement or any of its rights or obligations under this Agreement. Any purported assignment in violation of this Section shall be null and void.

29. **Counterparts.** This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Agreement delivered by facsimile, email or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

*[Signature Page Follows]*

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed as of the Effective Date by their duly authorized representatives.

**FOLK ALLIANCE INTERNATIONAL**

By: \_\_\_\_\_

Name: Ashley Shabankareh

Title: President, FAI Board

Folk Alliance Region Midwest (*Region*)

By: \_\_\_\_\_

Name: Elexa Dawn Dawson

Title: President, FARM Board



**EXHIBIT A**  
**TERRITORY**

Date: June 26, 2025

Description of Territory: Illinois, Indiana, Iowa, Kansas, Manitoba, Michigan, Minnesota, Missouri  
Nebraska, North Dakota, Nunavut, Ohio, Saskatchewan, South Dakota, and Wisconsin

IN WITNESS WHEREOF, the Parties have caused this Exhibit A to the Folk Alliance Regional Affiliation Agreement to be executed as of the date indicated hereon by their duly authorized representatives. This Exhibit A shall amend and restate in its entirety any previous version.

**FOLK ALLIANCE INTERNATIONAL**

By: \_\_\_\_\_

Name: Ashley Shabankareh

Title: President, FAI Board

Folk Alliance Region Midwest (*Region*)

By: \_\_\_\_\_

Name: Elexa Dawn Dawson

Title: President, FARM Board

## EXHIBIT B

# Folk Alliance International Trademark Use Guidelines

Last Updated: February 11, 2025

These Trademark Use Guidelines (“**Guidelines**”) set out the requirements and specifications of Folk Alliance International (“**Licensors**”) for use of FAI Marks (as defined in the applicable license agreement). Proper and consistent use of the FAI Marks is critical to preserve the brand image associated with the FAI Marks and their recognition, strength, and significance as source identifiers in the marketplace.

All licensees of Licensors must comply with these Guidelines in all uses of the FAI Marks, including in all advertising, marketing, and promotional materials.

These Guidelines may contain references to trademarks other than the FAI Marks. Nothing contained in these Guidelines will be construed as conveying any license or other rights to any trademarks other than the FAI Marks, expanding the scope of permitted use of any FAI Marks, or limiting any obligations of a licensee under the applicable license agreement. In the event of any conflict between these Guidelines and the terms of the applicable license agreement, the terms of the license agreement control.

Licensors has the right to revise these Guidelines at any time and shall endeavor to provide prompt notice.

Questions regarding these Guidelines should be addressed to [bpollack@conroybaran.com](mailto:bpollack@conroybaran.com).

### **Guidelines and Specifications for Proper Trademark Use**

1. **Logo.** Whenever possible, use the logo for a Licensed Mark (as represented below, the “**FAI Logo**”) at least once in every item of printed material or digital application in which the Licensed



#### ***Logo Color***

The approved primary colors for the FAI Logo are Navy (383e78), Blue (26a4c1), Berry (9a1f5f), Gold (ffb81c), Green (014d00), White.

#### ***Logo Size***

The appropriate size of the logo should be determined based on design clarity, legibility, and aesthetic appeal. The overall proportions of the logo may not be altered or skewed in any way.

#### ***Logo Placement and Spacing***

Do not crowd the logo with images, text, or other graphics that might weaken its impact or legibility.

The amount of clear space around the logo should be a minimum of 20% of the logo height.

2. **No Alteration.** Do not alter or distort the FAI Marks in any way. For example, do not:

- change the spelling;
- shorten, abbreviate, or create acronyms from the mark;

- add or remove any punctuation, words, or design elements; or
- split, hyphenate, or combine words.

**3. Use Only as Adjective.** Always use an FAI Mark only as an adjective, never as a noun or verb, and never in the plural or possessive form (unless the mark itself is in plural or possessive form).

For example:

Correct: Our members enjoy Folk Alliance International conventions.

Incorrect: Our customers enjoy Folk Alliance Internationals.

Incorrect: Our customers enjoy Folk Alliance International's conventions.

**4. No Descriptive or Generic Use.** Never use the FAI Marks in a way that suggests a common, descriptive, or generic meaning.

Whenever possible, use the generic term for the licensed event following the FAI Mark.

For example:

Correct: Folk Alliance conventions are popular.

Incorrect: Folk Alliance is popular.

**5. Trademark Notice.** Whenever possible, all advertisements, promotional and marketing materials, and other printed material should include the following notice:

Folk Alliance International<sup>SM</sup> and associated logo® are (registered) trademarks of Folk Alliance International.

This notice may appear anywhere on the printed material but should generally be set out separate from other text (for example, at the end of a document or bottom of a webpage).

If it is not possible to include this notice, the appropriate trademark notice symbol should appear in superscript or subscript immediately following the Licensed Mark, as follows:

- The registered trademark symbol ® should follow the FAI Logo when it is used to promote the interests of persons and organizations involved in folk music and dance, because it is registered with the United States Patent and Trademark Office (USPTO) for those specific services.
- The <sup>SM</sup> symbol (for trademarks used to identify services) and <sup>TM</sup> symbol (for trademarks used to identify products) should follow the FAI Marks other than the Logo as described above.

It is not necessary to use the symbol every time the FAI Mark appears. At a minimum, the symbol should be used at least once in each piece of printed material preferably at the first or most prominent place where the FAI Mark appears.

Contact [bpollock@conroybaran.com](mailto:bpollock@conroybaran.com) if you have questions about the registration status of any Licensed Mark FAI Mark or how to mark it.

**6. Make Trademarks Stand Out.** It is important to distinguish the FAI Marks from surrounding text in printed material to emphasize their brand name significance. Options include presenting the trademark in:

- All capital letters or with only the first letter capitalized.
- A different typeface such as bold.

- Quotation marks.

7. **No Endorsement.** Do not use the Licensed Mark in a manner that implies that any non-Licensors products, services, websites, or publications, are endorsed, sponsored, licensed by, or affiliated with Licensor.

**APPENDIX 1**  
**CURRENT REGION BYLAWS**

*[Region's Bylaws as of the date of this Agreement attached on the following pages]*

## **FARM MISSION STATEMENT**

Folk Alliance Region Midwest (FARM) is a regional chapter of Folk Alliance International (FAI). Our purposes are to promote traditional, contemporary and multi-cultural folk music and dance and related performing arts in our region, hold an annual regional conference, represent the interests of our members to FAI and carry out such other projects as are of benefit to FAI members in the Midwest.

## **Bylaws of Folk Alliance Region Midwest**

### **ARTICLE I – Members**

#### **SECTION 1. Membership**

Members are:

- a. all members in good standing of Folk Alliance International (hereinafter referred to as “FAI”) who reside in the following states, provinces or territories: Illinois, Indiana, Iowa, Kansas, Manitoba, Michigan, Minnesota, Missouri, Nebraska, Nunavut, North Dakota, Ohio, Saskatchewan, South Dakota, Wisconsin,
- b. by application to Folk Alliance International, interested members in good standing of FAI who reside outside the above named states.

#### **SECTION 2. Annual General Membership Meeting**

An annual membership meeting shall be held once per year, and should be held in conjunction with the annual regional conference. At the annual meeting, the Board will report on the financial status of the organization, and other issues they deem appropriate.

#### **SECTION 3. Rights of members – Members may (as provided in these by-laws)**

- a) ratify the bylaws (new and amended)
- b) elect the board of directors
- c) nominate additional candidates (per article 2, sec 2)
- d) initiate bylaw changes (per article 7)
- e) recall directors with or without cause

## **ARTICLE II – Directors**

### **SECTION 1. Powers**

The Board of Directors (hereinafter “BOD”) shall have the entire charge, control and management of the organization and its property and may exercise all or any of its powers. The quorum necessary for action by the BOD shall be a majority of the elected Directors.

### **SECTION 2. Fiduciary Responsibility**

The Board of Directors shall be the fiduciary agent for the revenue generated at the FARM Conference and any other sanctioned activities in the region. As such, it exercises sole discretion over the use of funds and their allocation. It is also responsible for the IRS filings and other necessary financial reporting required to maintain the 501(c)(3) status of the organization.

### **SECTION 3. Nomination and Election**

The BOD will serve as the nominating committee, or may appoint an outside nominating committee of members in good standing headed by a member of the BOD. The slate of nominees, reviewed and accepted by the BOD, shall be sent to the membership via email not later than 90 days ahead of the annual general meeting (AGM). Additional nominees may be submitted by the membership upon letter(s) of support from at least three (3) members in good standing and must be received not later than 60 days ahead of the AGM. An election ballot will be distributed via email no less than 30 days ahead of the AGM. Ballots must be completed at least 7 days before the the AGM. Results will be announced at the AGM.

### **SECTION 4. Number and Term of Directors**

The Board of Directors shall be comprised of no less than nine members and no more than eleven members. The voting membership shall elect up to nine Directors. The term of an elected directorship shall be 3 years with terms structured so that three directors are elected each year to provide for staggered terms. The Directors may appoint up to two additional Directors to make the board more representative or diverse, or to meet other needs. The terms of appointed Directors shall be established by the Directors at the time of appointment, but may not be longer than the terms of elected Directors (3 years) and their total time of service is subject to the same ‘term limits’ set forth in the following paragraph.

Directors may serve up to two consecutive terms (‘term limits’) and can be considered for re-election to the Board of Directors after they have stepped down for one full year. At the inception of these bylaws, three directors were elected for two-year terms and two for one-year terms. The initial slate of directors were nominated by the ad hoc bylaws committee and were deemed elected upon the ratification of the bylaws.

## **SECTION 5. Vacancies**

Any vacancy existing in the BOD at any time may be filled by appointment or majority vote of the BOD at any meeting. A director so appointed to fill the term of an elected director shall be deemed “elected” for the remainder of that term for purposes so identified in these bylaws.

## **SECTION 6. Resignation**

Any Director may resign by delivering his/her written resignation to the President or Secretary. Such resignation shall be effective upon receipt unless it is specified to be effective at some other time or upon the happening of some other event.

## **SECTION 7. Removal**

A Director may be removed from office (a) for cause by vote of a majority of the members entitled to vote in the election of Directors or (b) for cause by vote of a majority of the Directors then in office. A Director may be removed for cause only after reasonable notice and opportunity to be heard before the body proposing to remove him or her.

## **SECTION 8. Ex-officio Directors**

All members of the FAI Board of Directors whose address of record with FAI is within states enumerated in Article 1, shall be considered ex-officio non-voting members of the Board of Directors of FARM. As such, they are welcome and encouraged to participate in activities of the FARM Board, but their participation shall not affect the quorum of the board, which shall be determined only by participation of the Directors nominated and ratified as FARM Directors.

# **ARTICLE III - Officers**

## **SECTION 1. Enumeration**

The officers of the association shall be a President, a Vice President, a Treasurer, a Secretary, and such other officers as may from time to time be determined by the Directors. Officers may delegate their enumerated duties as necessary.

## **SECTION 2. Election and Vacancies**

The President, Vice President, Treasurer and Secretary shall be elected annually by the Directors at their first meeting following the annual meeting of members, or the special meeting held in lieu thereof. Other officers may be chosen by the Directors at such meeting or at any meeting. Any vacancy at any time existing in any office may be filled by the Directors at any meeting and such successor in office shall hold office for the unexpired term of his predecessor.



### **SECTION 3. Qualification**

The President, Vice President, Secretary and Treasurer must be Directors. All officers shall be members. Any two or more offices may be held by the same person.

### **SECTION 4. Tenure**

Except as otherwise provided by law, by any future Articles of Organization or by these bylaws, each of the President, Vice President, Treasurer and Secretary shall hold office until the first meeting of the Directors following the next annual meeting of members, or the special meeting held in lieu thereof, and thereafter until his/her successor is chosen and qualified. Other officers, if any, shall hold office until the first meeting of the Directors following the next annual meeting of members, or the special meeting held in lieu thereof, unless a shorter term is specified in the vote choosing or appointing them.

### **SECTION 5. President**

The President when present shall preside at all meetings of the members and of the Directors. They shall be the chief executive officer of the association. It shall be their duty and they shall have the power to see that all orders and resolution of the Directors are carried into effect. They shall from time to time report to the Directors all matters within their knowledge in which the interests of the association may require to be brought to its notice. The President shall perform such duties and have such powers additional to the foregoing as the Directors shall designate. In addition, the President is responsible to FAI for the conduct of FARM, and serves as the main contact for business transacted between FAI and FARM. The President is responsible for communications with FAI.

### **SECTION 6. Vice President**

In the absence or disability of the President, his/her powers and duties shall be performed by the Vice President. The Vice President shall have such other powers and perform such other duties as the Directors shall from time-to-time designate.

### **SECTION 7. Secretary**

The Secretary shall keep records of all votes and proceedings of the members and of the Directors at their meetings. The Secretary shall perform such duties and have such powers additional to the foregoing as the Directors shall designate. In the absence of the President and Vice President, the Secretary shall chair board meetings. The Secretary shall be the officially designated agent appointed for the purpose of service of process.

## **SECTION 8. Treasurer**

The Treasurer shall, subject to the direction of the Directors, have general charge of the financial affairs of the corporation and shall cause to be kept accurate books of accounts. He or she shall have custody of all funds, securities, and valuable documents of the corporation, except as the Directors may otherwise provide. He/she shall promptly render to the President and to the Directors such statements of the association's transactions and accounts as the President and Directors respectively may from time to time require. The Treasurer is responsible for timely reporting of FARM financial information to FAI, and the furnishing of annual financial records pursuant to the maintenance of FARM's status as a participant in FAI's Group Exemption Program. The Treasurer shall perform such duties and have such powers additional to the foregoing as the Directors may designate. In absence of the President and Secretary, the Treasurer shall chair the meetings.

## **SECTION 9. The Executive Committee**

The Executive Committee will consist of the four officers of the Board of Directors. The Executive Committee will act for the Board of Directors in the day-to-day management of this organization with full Board authority requiring immediate attention in the absence of the Board between Board meetings, where legally permissible. The Executive Committee cannot modify any actions taken by the Board, The full Board should approve Executive Committee actions at the next Board meeting, or reverse those decisions not validated.

## **ARTICLE IV - Inspection of Records**

Books, accounts, documents and records of the corporation shall be open to inspection by any Director upon application to the Secretary or Treasurer and subsequent appointment at a mutually agreeable time and place. The original or attested copies, of the bylaws and records of all meetings of the association and its members shall be maintained at an office or residence of the President or the resident agent, if any, of the corporation. Said copies and records need not all be kept in the same office. They shall be available at reasonable times for inspection by the FAI staff or by any member for any proper purpose. They may not be used to secure a list of members or other information for the purpose of selling said list, or information (or copies thereof), or of using the same for a purpose other than in the interest of the applicant, as a member, relative to the affairs of the association. Membership records required to be maintained by the Secretary of the organization shall be limited to records of attendance at Midwest Regional Folk Alliance Conferences (including non-members), and the list of FAI members who reside outside of the Midwest region who have requested FARM membership. The total active membership list is expected to be maintained by the FAI staff, pursuant to the definition of members in Article 1, Section 1.

## **ARTICLE V - Checks, Notes, Draft and Other Instruments**

Checks, notes, drafts and other instruments for the payment of money drawn or endorsed in the name of the corporation may be signed by the Treasurer or the President. Other signers may be authorized by the Directors if deemed necessary.

## **ARTICLE VI - Fiscal Year**

The fiscal year of the FARM shall coincide with the fiscal year of the parent FAI, i.e., the year ending June 30<sup>th</sup> in each year.

## **ARTICLE VII - Amendments**

These bylaws may at any time be amended by vote of the members, by a simple majority of votes returned in via online ballot. Text of bylaw revision and the related ballot shall be distributed through special mailing to all members. Proposed bylaw amendments may originate with the BOD, or from the membership upon letter to the BOD supported by 10 or more members. The BOD shall put to a vote, as outlined above, any bylaw revision supported by 10 or more members, within 30 days of receipt of such proposed revision.

## **ARTICLE VIII – Compliance with Internal Revenue Code**

### **SECTION 1**

No part of the organization's assets or net earnings may inure to the benefit of any individual. This does not preclude the payment of reasonable amounts for goods or services provided to the organization.

### **SECTION 2**

Upon dissolution, the assets of the organization shall be distributed to FAI.

### **SECTION 3**

The organization shall not as a substantial part of its activities, carry on propaganda or otherwise attempt to influence legislation, except to the extent permitted by section 501 (h) of the Internal Revenue Code, nor shall it participate to any extent in any political campaign for or against any candidate for public office.

### **SECTION 4**

It is intended that the organization shall be entitled to exemption from federal income tax under section 501 (c)(3) of the Internal Revenue Code and shall not be a private foundation as described in section 501 (a) of the Code.

### **SECTION 5**

The organization subscribes to the general purposes of FAI.

## **ARTICLE IX – Ratification of these Bylaws**

The original bylaws were drafted by an ad hoc committee of FAI members who participated in Midwest Regional Folk Alliance conferences. Upon completion of this draft to the satisfaction of the committee, it was mailed for balloting to all members of FAI whose address of record with FAI is within the Midwest states designated above, and to any person not included above who attended at least one of the three most recent Midwest Regional Folk Alliance Conferences. The original bylaws were ratified and the organization was empowered to operate under them, upon approval of a simple majority of the ballots returned.

**Revision Approved by the membership: October, 2020**