**LICENSING APPLICATION FORM**

***Please read the following guidelines before submitting your request.***

To apply for permission to use material from the followingONLY, please complete all the fields appropriate to your particular request:

* **Beatrix Potter / Peter Rabbit Classic**
* **Flower Fairies**
* **Ladybird Books: The Vintage Collection**
* **Spot**
* **The Snowman** / **The Snowman and The Snowdog**

Please do not omit any information, as this may cause delays in processing your request.

Please attach any additional supporting material, or images, as required.

If there is interest in your proposal, a member of the Penguin Ventures Sales Team will be in touch directly to discuss any available opportunities.

All agreements would be subject to a full legally binding contract with mutually agreed terms (to include product quality requirements, legal credit lines, minimum guarantee payments and royalty rates).

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| **Your Details** |
| Company Name |  |
| Company Number (if applicable) |  |
| Contact Name |  |
| Address |  |
| Country |  |
| Contact Telephone Number |  |
| Contact Email Address |  |
| Whom to invoice |  |
| VAT number (if applicable) |  |
| Company Website |  |
| Any other IP licenses held |  |

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| **Merchandise / Products Proposal** |
| Brand / Property |  |
| Territory for distribution |  |
| Product/s(please be as specific as possible) |  |
| Sales Channel/s(physical &/or online) |  |
| Estimated Sales Quantity Per Year |  |

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| **Live Events Proposal****(including trails, afternoon teas etc)** |
| Brand / Property |  |
| Venue/s |  |
| Nature of event |  |
| Term |  |
| Language/s(please include all languages in which the product / campaign will be activated) |  |

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| **Live Events / Experiential Proposal****(including TV, Theatre, Musical)** |
| Brand / Property |  |
| Name of Producer |  |
| Provisional Title |  |
| Kind of Production (first or second class) |  |
| Provisional production budget |  |
| Provisional production schedule (from workshop, rehearsal, first preview to opening night) |  |
| Number of performances (per week / in total) |  |
| Territory |  |
| Venues (size and box office price) |  |
| Language |  |
| Duration of run |  |
| Treatment (ie synopsis of plot)/concept |  |
| Provisional artwork and marketing plans |  |
| Creative Team (size, contributors (from script, composer, set and costume, lighting and stage)) |  |
| Cast size |  |
| Music used & how will it be presented: (eg orchestra/pre-recorded) |  |

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| **For any requests or information not covered above, please provide below.**  |
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