

GUIDELINES

for USE of the Tommy Moose® costume 2.0

© Moose International Activities Department
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www.mooseintl.org

Because of the success of the Tommy Moose ® program and the appearance of the prototype costume at the 2009 International Moose Convention in Chicago, requests for costume information have been steadily increasing. The Activities Department has also received numerous calls from Fire and Police units about the Tommy Moose program as a result of advertisements that were placed recently in trade publications aimed at those professions.

We anticipate the interest level for Tommy Moose costumed appearances to grow, as the program becomes better known.

To ensure quality control, authorized Tommy Moose costumes will only be available through Moose International Catalog Sales.

The physical appearance of the Tommy Moose character is a service mark (SM) of Moose International. The appearance of the Tommy Moose costume may not be altered by supplementing the costume with shoe coverings, jackets or hats, or be altered in any other way. However, the wearer may carry or use an otherwise appropriate noncommercial prop, such as an American flag in a Fourth of July parade.

Moose Lodges and State/Provincial Moose Associations have approval to purchase and use Tommy Moose costumes. Lodge officers or Association officers, in their capacities as officers, are required to sign an agreement stating that the unit has read and understands these Guidelines for Tommy Moose and recognizes that if these guidelines are not followed in their entirety, Moose International reserves the right to limit or terminate use of not only the costume, but all related materials.

Authorized owners of Tommy Moose costumes must take extra care to investigate each appearance request to ensure that the integrity of the Tommy Moose program is protected. The authorized owner of the Tommy Moose costume will maintain insurance coverage sufficient for Tommy Moose appearances.

The costume may be used to help promote any approved event that is sponsored by, or held in conjunction with, a Moose Lodge, Women of the Moose, Moose Legion or State/Provincial Moose Association that promotes the Tommy Moose Program; an Open House or in the act of Community Service. A public appearance with a costume or exhibit requires responsible behavior by the wearer of the costume and those conducting the event. The following guidelines, while not exhaustive, are for use in live appearances and indicate the degree of good taste and common sense expected for the inclusion of Tommy Moose in your event:

- Tommy Moose may never engage in conduct unbecoming or inappropriate to his image. Portrayers must act in a positive, dignified, confident, friendly, non-threatening and professional manner.

- Portrayers may not speak while in Tommy Moose costumes. Mannerisms and gestures must be in keeping with the theme of caring, nurturing and reassuring. Portrayers should strive to encourage children, disabled individuals and seniors to approach Tommy Moose. Tommy Moose should never force contact on frightened or unwilling participants.

- Portrayers must not react to public interaction in a violent manner, even if approached by youngsters or the disabled in an aggressive manner. Tommy Moose handlers or attendants will be encouraged to intervene and take appropriate and authoritative, but non-confrontational action.

- Tommy Moose may not promote or endorse any commercial or political enterprise. However, when appropriate, photos may be taken with public figures, politicians, corporate mascots or community business owners if Lodges, Chapters, Moose Legions or Associations are in the receipt of checks or funds going toward approved Moose community service efforts.

- Only approved Tommy Moose costumes may be used in conjunction with a promoted Tommy Moose appearance. Moose Lodges may use "off the rack" moose costumes at events, but may not advertise them or promote them as Tommy Moose. Any infractions will be fined at the cost of an authorized Tommy Moose costume.

- No pins or badges may be worn on the costume. Though there may be an occasion in the future for Moose International to make specialized Tommy Moose costume accessories available (Football Tommy, Moose Rider Tommy, Basketball Tommy, etc), the current version may not be outwardly altered, modified or reconfigured in anyway.

- Portrayers must remain anonymous during, or in connection with, any appearance. Portrayers will not be credited by name in photographs of the event.

- The costume must be kept out of sight of the public before and after use. Portrayers must put on and take off the costume in private-never in view of any member of the public.

- A Moose Lodge or Chapter member, except where it is utterly impractical, should always accompany Tommy Moose.

- Only one Tommy Moose may appear at any event. Children in particular may become confused when they see multiple Tommy Moose.

- Only a clean, complete costume in good condition may be used.

- Photographs of Tommy Moose, alone or with others, must always portray him in a responsible, positive manner consistent with these guidelines. Questionable or suggestive scenarios involving Tommy Moose are prohibited and disciplinary action will take place toward responsible parties, including Lodge or Association Officers.

- Neither the portrayer nor any accompanying attendants may use drugs or alcohol prior to or during an appearance. In addition, they may not use profanity, abusive language, inappropriate hand gestures or slurs against any other person, group or agency during, or in connection with, an appearance.

- Portrayers should never appear to loiter after an event. When the purpose of the appearance is fulfilled, the portrayer should wave goodbye and depart, remaining in costume until out of the area and out of public view.
- Portrayers should never remove any part of the Tommy Moose costume in public.
- Tommy Moose may be used to distribute appropriate and approved Moose related brochures or educational publications, including coloring books, books and other licensed Tommy Moose products suitable for children, such as trick-or-treat bags.
- Portrayers must use common sense. Rain or snow may damage the costumes, and extreme heat may be hazardous to the well being of the portrayer. No one should be allowed to wear the costume for more than 20 minutes in temperatures above 85 degrees. Portrayers may take turns wearing the costume in such conditions, taking care to change out of public view.
- Portrayers may never operate any vehicle or other machinery, and may not perform tasks that could compromise the Tommy Moose program or encourage Tommy Moose to “break character.”
- Those portraying Tommy Moose should never eat or drink while in costume. Tommy Moose actors should never carry cell phones, pagers, Blackberries, iPods or other similar electronic devices while in costume.
- Tommy Moose portrayers must take care not to frighten or startle children or timid people with the costume. Portrayers should turn back or walk away if someone appears intimidated, and he or she should never walk rapidly toward a small child. Portrayers should kneel to allow small children to relate to Tommy Moose at their level.
- The costume must always be stored in a secure area, inaccessible to the general public.
- Portrayers should use caution when walking in the costume because the line of sight is restricted. Someone should always accompany the wearer and guide the character to indicate when there are children in the path, when someone wishes to speak to Tommy Moose, or when steps or other obstacles are nearby.
- Portrayers will conform to all applicable laws, rules, regulations and ordinances.

Any deviation from these prescribed guidelines will result in disciplinary actions against all responsible parties, up to and including expulsion from Activities in the Fraternity.

We, the undersigned, have read all of the above and agree to comply with the terms and conditions set forth in this document while participating In the Tommy Moose costume program and in using the Tommy Moose image. We recognize the result of failure to follow the guidelines for use of the likeness and image of Tommy Moose may Include fines, forfeiture of privileges or suspension of Activities, and could result in expulsion from Activities in the Moose. We understand that our Lodge/ Association will be charged \$6,399.99 for the costume, plus the cost of delivery, and that these charges will appear on our consolidated statement from the Moose International Finance Department.

Lodge Name & Number _____

City _____ State/Province _____

Lodge Administrator _____ Date _____

Moose ID Number _____ Lodge Phone# _____

Lodge President _____ Date _____

Moose ID Number _____

Community Service Chairman _____ Date _____

Moose ID Number _____

To complete the process of obtaining a Tommy Moose costume, a signed copy of this document must be on file with the Activities Department at Moose International. Send documents to:

Tommy Moose Application Review
wharrison@mooseintl.org
Activities Department 155 S. International Drive
Mooseheart, IL 60539-1172