

RESCUE BY DESIGN

Coalition Participation Agreement

(Sample Letter Agreement)

This Letter Agreement (“Agreement”) is entered into as of _____, 2026 (the “Effective Date”), by and between:

Rescue Dog Productions
 (“RDP”)

and

[Partner Brand Name]
 (“Partner”)

together referred to as the “Parties.”

1. Purpose

Rescue By Design is the flagship coalition initiative of Rescue Dog Productions, created to build a network of aligned brands developing products, stories, and customer experiences that increase the visibility, desirability, and cultural presence of rescue animals.

Partner desires to participate in the Rescue By Design coalition through the development and representation of Rescue By Design-aligned products and related customer-facing initiatives.

This Agreement sets forth the terms of that participation.

2. Term

The initial term of this Agreement shall be one (1) year from the Effective Date, unless earlier terminated pursuant to Section 10.

The Agreement may be renewed by mutual written agreement.

Either Party may elect not to renew at the conclusion of the initial or any renewal term.

3. Minimum Participation

During the initial term, Partner agrees to develop and present at least one (1) dedicated Rescue By Design product, release, capsule collection, campaign, or equivalent initiative (the “RBD Product”).

The specific nature, scope, and timing of such participation shall be mutually agreed by the Parties.

Additional participation beyond the minimum is encouraged but not required.

4. Co-Branding + Representation

Partner agrees that each RBD Product shall include visible participation in the Rescue By Design coalition, which may include:

- Rescue By Design designation marks
- co-branded hang tags
- packaging language
- in-store presentation
- website presentation
- launch storytelling
- email, social, or other customer-facing communication

The exact representation shall be mutually agreed in advance.

The objective is meaningful visibility, not symbolic participation.

5. Creative Freedom + Standards

Partner retains full creative control over its brand, product categories, product design, storytelling, and customer experience, subject to the standards of the Rescue By Design coalition.

RDP serves as steward of coalition standards and may review and approve RBD Products and associated representations solely for consistency with the coalition’s shared values, including:

- aspiration over charity framing
- beauty over cliché
- individuality over stereotype
- humane and cruelty-free values
- protection of the dignity of rescue animals
- protection of coalition member brand equity

RDP shall not unreasonably withhold approval and shall not exercise arbitrary aesthetic control unrelated to these standards.

6. Use of Marks

RDP grants Partner a limited, non-exclusive, revocable right during the term of this Agreement to use the Rescue By Design name, designation marks, and approved coalition language solely in connection with approved RBD Products and related customer-facing representation. The same rights are granted with respect to the use of the Rescue Dog Productions name, marks, and creative assets.

Partner may not sublicense, materially alter, or use coalition marks outside the approved scope without prior written consent.

All goodwill associated with Rescue By Design marks shall remain with RDP.

7. Coalition Stewardship

RDP acts as administrator and steward of the Rescue By Design coalition.

In the event that Partner's products, communications, or other conduct materially conflict with coalition standards or create reputational harm to the coalition or participating brands, RDP may request reasonable corrective action.

If such issues cannot be resolved, RDP may terminate Partner's coalition participation and require removal of Rescue By Design co-branding, references, and designation marks from future use.

Termination shall not require destruction or recall of previously sold products unless separately agreed.

8. Fees + Economics

Partner shall pay RDP an annual coalition participation fee of \$_____, payable upon execution of this Agreement unless otherwise agreed. Additionally, should Partner draw on RDP for design consultation, a separate fee shall be negotiated.

Additionally a royalty of ___% of revenues generated by the Partner's Rescue By Design product shall be paid to RDP.

The Parties acknowledge that Rescue By Design is intended as a disciplined commercial collaboration and not as a philanthropic contribution.

9. Intellectual Property

Each Party retains ownership of its pre-existing intellectual property.

Partner retains ownership of its products, product designs, and brand assets, except for Rescue By Design marks and coalition designation assets owned by RDP.

Any jointly developed creative work requiring shared ownership or licensing shall be documented separately in writing.

10. Termination

Either Party may terminate this Agreement upon thirty (30) days' written notice.

RDP may terminate immediately in the event of material reputational harm, misuse of coalition marks, or material breach of coalition standards.

Upon termination:

- Partner shall cease future use of Rescue By Design marks
- Partner shall remove coalition references from future customer-facing materials
- accrued payment obligations shall remain enforceable

Termination shall not affect rights or obligations accrued prior to termination.

11. Relationship of Parties

The Parties are independent contractors.

Nothing in this Agreement creates a partnership, joint venture, employment relationship, or agency relationship beyond the limited coalition participation described herein.

Partner is joining the Rescue By Design coalition and not becoming an owner of Rescue Dog Productions or the Rescue By Design initiative.

12. Governing Understanding

This Agreement reflects the Parties' shared understanding of participation in the Rescue By Design coalition.

The intent is not rigid control, but thoughtful collaboration: creating products that are commercially credible, culturally meaningful, and capable of making rescue more visible, desirable, and chosen.

Should disputes arise the Parties shall first seek to resolve them through discussion, amicably, in the spirit of the Coalition. Should legal adjudication be necessary, this contract shall be governed by and adjudicated within _____ State law.

Agreed and Accepted:

RESCUE DOG PRODUCTIONS

By: _____

Name: _____

Title: _____

Date: _____

[PARTNER BRAND]

By: _____

Name: _____

Title: _____

Date: _____