

Merchandise Licensing FAQs



Q What is Kentucky Proud merchandise licensing?

A It is a program that allows eligible businesses to apply for a license to use Kentucky Proud.

Q Who is eligible to apply?

A Businesses interested in creating Kentucky Proud® merchandise can apply for a merchandise license.

Q How much is the royalty?

A Kentucky Proud® members may apply for merchandise licensing at a 5% royalty rate on gross sales revenue generated from approved licensed merchandise. Commercial vendors may apply for merchandise licensing at a 15% royalty rate on gross sales revenue generated from approved licensed merchandise.

Q What types of merchandise can I submit?

A Apparel, drinkware, home goods, promotional items, accessories and décor, along with other items subject to approval.

Q Can I use the Kentucky Proud logo on anything I want?

A No. Merchandise must be submitted for review and approved individually.

Q What merchandise is prohibited?

A The application prohibits categories including political or campaign merchandise, advocacy/lobbying merchandise, tobacco products, controlled substances or drug paraphernalia, obscene materials, hate speech or discriminatory content, graphic violence, counterfeit or unlawful products, merchandise infringing third-party intellectual property, merchandise falsely implying government endorsement, and merchandise that could damage or adversely affect the Kentucky Proud® brand.

Q Can I manufacture my product before receiving approval?

A No. Final proofs must receive written approval before manufacturing, and the licensing agreement must be fully executed before merchandise may be manufactured, advertised, or sold using Kentucky Proud intellectual property.

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Q Do I need approval for each product?

A Yes. Approval is granted on an item-by-item basis and that approval of one item does not constitute approval of future merchandise. Product modifications also require separate approval.

Q Who do I contact with questions?

A Please reach out with any questions to kyproud@ky.gov.