



Rules for Use of the Tony Awards® Trademarks and Materials (2014)

Introduction

In 1947, the American Theatre Wing, Inc. (the “Wing”) founded the Antoinette Perry Awards for Excellence in Broadway Theatre (the “Tony Awards®”), naming them in honor of a prominent producer and former Chairman of the Board of the Wing. Since then, more than one thousand artists have received the American Theatre Wing’s Tony Award® for their contributions to the Great White Way. The Tony Awards® continues to be one of the most coveted theatre awards in the world.

The visibility of the Tony Awards® was expanded in 1967 when The Broadway League (The “League”), at the time known as The League of New York Theatres, joined with the Wing to broadcast the Tony Awards® presentation for the first time on network television. Since 1987, through their joint venture, Tony Award Productions, they have presented the Tony Awards® each year during a live network television broadcast and have continued to license worldwide distribution of the program. The League and the Wing are nonprofit organizations devoted to fostering the growth and appreciation of live theatre and the presentation of the Tony Awards® for excellence in the theatre.

For the past half-century, the Tony Awards® have been the ultimate emblem of achievement in Broadway theatre. This preeminence has been maintained in large measure because the Tony Award® trademark, the Medallion trademark, copyrights and other proprietary rights have been zealously protected. While invaluable benefits may be derived from coupling a Tony Award® symbol with a particular production of person, such Use must be strictly limited to ensure fairness.

The following rules were designed to sustain the reputation of the Tony Awards® by:

- Safeguarding the rights of Tony Award® recipients,
- Never misleading the public through implications that an award or nomination was received when, in fact, this is not so, and
- Protecting the owner of the Tony Award® trademark and other rights.

Rules

1. “Tony Award®” is the famous and distinctive trademark of American Theatre Wing, Inc. and may be used only in accordance with these rules or under a special license from Tony Award Productions.

When using the Tony Award® designation, you must include the proper registered trademark and the registration notice, i.e., “Tony Award®.”

2. The Tony Award® medallion, which commemorates receipt of a Tony Award®, is copyrighted by, and the trademark of, American Theatre Wing, Inc. Tony Award Productions has the exclusive right to manufacture, reproduce, sell and distribute the Medallion, and replicas thereof. You may not use or distribute the Medallion or any replicas, reproductions, drawings, photographs or other copies of the Medallion except in accordance with these rules or under license from Tony Award Productions.

If you use a likeness of the Tony Award® Medallion in accordance with these rules, you must include “©American Theatre Wing, Inc.™” to indicate that the Medallion is protected by trademark and copyright law.



Permissible Use of the Trademarks and Copyrights

3. You may use the Tony Award® designation only with the express written consent of Tony Award Productions or in accordance with these rules.
4. Without specific permission, you may use the Tony Award® designation or the Medallion trademark and copyright *only* for the following purposes:
 - Legitimate news reporting;
 - Advertising the specific achievement for which the award was received; or
 - Referring to Tony Award Productions, The Broadway League, American Theatre Wing, Inc., or the annual Tony Awards® presentation in stories, programs and articles.
5. The Tony Award® medallion may not be used as part of a logo or in merchandising, or as a stage property or set dressing, for any purpose including without limitation plays, musicals, television programs, films, print advertisements or video promotions unless produced by, or with the written consent of, Tony Award Productions.
6. You may not use the Tony Award® designation in the title or subtitle of any television program play, musical, film, book or magazine without the written consent of Tony Award Productions.
7. Recipients of the Tony Award® Medallion, which commemorates the Tony Award®, or the Tony Honors Medallion, which commemorates the Tony Honor for Excellence in the Theatre, have no rights whatsoever in the copyright or trademark of the Medallion. Recipients must comply with these rules respecting the use of the Tony Award® marks and the Medallion and must not dispose of the Medallion, nor permit it to be sold or disposed of by operation of law or otherwise, without first offering to sell it to Tony Award Productions for the sum of \$10.00. This rule applies to the recipient as well as to the heirs, legatees, personal representatives, executors, administrators, estate successors and assigns of the recipient if the recipient is a natural person. If the recipient is other than a natural person, this rule applies to the partners, members, stockholders, directors, officers, employees, agents, successors and assigns of the recipient. Recipients are required to sign an agreement to this effect when they receive the Medallion.


Use of the Tony Award® Trademark and Medallion in Advertising and Promotional Materials

Rules 8 through 20 apply to all newspaper and magazine advertising, promotional materials, pressbooks, posters, window cards, indoor and outdoor displays, novelty distribution, radio, television and every other form of advertising.


8. You may use the Tony Award® designation and Medallion in advertising or promotional materials only with express written consent of Tony Award Productions or in accordance with these rules.
9. For recipients of Tony Award® nominations, you must specify the fact that a nomination, not an award, was received. The words “Tony Award®” must immediately precede or follow the words “Nominated” or “Nominee” or “Nomination” in the same size, style and color of type as the words “Tony Award®.” Type style consists of the font as well as the appearance of that font, including the use of italics, bold, underlining and capital letters.
10. You may not use the word “win,” or any derivation such as “winner,” “winning” or “won,” in connection with the receipt of a nomination, a Special Tony Award®, Regional Theatre Tony Award® or Tony Honors for Excellence in the Theatre. An example of **unacceptable** use:

X *Winner! Two Tony Award® Nominations!*

11. Recipients of Tony Honors for Excellence in the Theatre may not be promoted as recipients of a Tony Award®. You must indicate the accomplishments for which as well as the year in which the honor was received in all advertising media and promotional materials. An example of acceptable use:

 *1988 Tony Honor Recipient
for Strengthening Ties Among Theatre Cultures in all Nations*

12. Specific persons are nominated in each Tony Award® category. You are prohibited from using the Tony Award® designation in conjunction with a production or a person that has not earned a nomination or an award. For example:

-  If a production received a Tony Award® for Best Musical, you may not designate the author of the novel on which the musical is based as the recipient of a Tony Award®. An example of **unacceptable** use:

X *Famous Agents Salute Legendary Author –
Tony Award® Winner for Best Musical*

- ☛ If a play receives a Tony Award® for Best Revival of a Play, you may not designate the author of the play as the recipient of a Tony Award®. An example of **unacceptable** use:

X *Legendary Playwright, Tony Award®
Winner for Best Play Revival*

13. You may indicate a performance by a former Tony Award® recipient in a production that has not received a Tony Award® so long as you include the year in which the production for which the performer received the award.
14. For recipients of awards and nominations, you must specify the category in which the award or nomination was received. You may use either the official category name or an acceptable abbreviation. (Table A provides the official category names and acceptable abbreviations.)

Colloquial names for categories, such as “best dancing” or “best music” are **never** acceptable as they are not accurate. Such designations imply that an award or nomination was received for the *performance* of the dance or music when, in fact, the award recognized the *choreography* of the dance and the *composition* of the music, not the performance. “Best Choreography” and “Best Original Score” **are** appropriate category specifications.

15. If a production has received more than one award or nomination, you must include the name of at least one category in which the production was recognized. You are not required to include every category.
16. The category specification must immediately precede or follow the words “Tony Award®,” “Nominated for,” “Nominee” or “Nomination” in the same style and color of type and no less than 80% of the size of the type for the words “Tony Award®.” Example of **acceptable** use:

☛ *Nominated for a Tony Award® for Best Play*

☛ *Tony Award® Nominee for Best Play*

☛ *Tony Award® Winner for Best Play*

☛ *Best Play Tony Award®*

17. Once the Tony Awards® have been announced for a given season, you must discontinue the use of the Tony Award® designation on behalf of a **recipient of a nomination who did not receive an award** within 30 days following the date of the announcement. You may continue to use the Tony Award® designation on behalf of a **recipient of an award** in accordance with these rules.
18. Once the Tony Awards® have been announced for a given season, if using the Tony Award® designation on behalf of a **recipient of an award from a past season**, you must include the year in which the award was won. The year specification must immediately precede or follow either the words “Tony Award®” or the category designation in the same style and color of type and no less than 80% of the size of the type for the words “Tony Award®.” Examples of **acceptable** us:

☛ *1997 Tony Award® Winner for Best Play*

🌐 Tony Award® Winner for Best Play in 1997

19. When using the Tony Awards® designation in conjunction with other theatre awards (such as Drama Critics Circle™, Drama Desk™, Drama League®, New York Drama Critics™, Outer Critics Circle™, etc.) or any other award (such as Grammy®, Oscar®, Pulitzer™, etc.), you must comply with these rules. In addition, you must clearly distinguish the Tony Award® from the other award. To achieve this goal, the Tony Award® must be listed in a font at least equal in size to that used for the other award. Examples of **acceptable** use:

🌐 *Tony Award® for Best Play*

🌐 *Drama Desk Award™ for Best Actor*

🌐 <i>Tony Award®</i>	<i>Drama League Award®</i>
<i>Best Play</i>	<i>Best Actress</i>

20. If the same person or production has received a Tony Award® and another award in the same category, you may list the groups together following the award so long as the Tony Awards® is listed first **and/or** distinguished by a different font. If using different font, it must be the same size and larger than the font use for the other award. Examples of **acceptable** use:

🌐 *Best Play – Tony Award® Drama Critics Award™*

🌐 **Best Play – Tony Award®** *New York Drama Critics Award™*

21. Any projected use of the Tony Award® designation for a touring or “road” production must be registered, in advance of any use, with Tony Award Productions, which will notify the producer of such touring or “road” production of any usage issues.

Use of the Tony Award® Trademark in the “Theatre Directory”

22. When using the Tony Award® designation in the “Theatre Directory” of *The New York Times*® (the “ABC listing”), you must conform to Rules 1 through 20 above, **subject to** Rules 23 and 24.
23. You may refer to the designation as either “Tony Award®” or “Tony.”
24. If the ABC listing mentions the total number of nominations or awards earned by a production, you are not required to list the categories in which a nomination or an award was earned. Examples of **acceptable** use:

🌐 *4 Tony Nominations!*

🌐 *Winner 2 Tonys!*

Use of Excerpts from Tony Award® Presentations

Rules 25 through 32 apply to both video and audio excerpts from the annual Tony Awards® presentation.

25. The copyright to the Tony Awards® telecast will be owned by Tony Award Productions, a joint venture of The Broadway League and American Theatre Wing, Inc.
26. You may use excerpts from the annual Tony Awards® presentation only with the express written consent of Tony Award Productions or in accordance with these rules.
27. Without specific permission, **only** broadcast programs and services that Tony Award Productions has recognized as legitimate news organizations may use excerpts from the Tony Awards® presentation. Such programs and services may use excerpts **only** for legitimate news reporting about the Tony Awards® presentation.
28. All excerpts must be:
 - 🌐 less than or equal to 30 seconds in duration;
 - 🌐 used within 48 hours of the telecast;
 - 🌐 accompanied by the words, “Excerpt courtesy of Tony Award Productions© _____” (indicate the year as appropriate); and
 - 🌐 used **after** the conclusion of the Tony Awards® telecast. (Tony Award Productions grants exclusive rights to televise the presentation.)
29. You must bear all costs incurred by Tony Award Productions (including without limitation all payments to Local 1 IATSE) in the preparation of excerpts and must agree to pay such costs promptly upon receipt of an invoice from Tony Award Productions.

30. You must collect all excerpts from Tony Award Productions and return them within 24 hours after the expiration of the permissible use period.
31. You are responsible for obtaining the consent of all persons appearing in the excerpt as well as all guild or other clearances that are required.
32. By using excerpts from the Tony Awards® presentation, you agree to defend, indemnify and hold harmless Tony Award Productions. The Broadway League, American Theatre Wing, Inc., their respective successors and assigns, and their respective agents, employees, representatives, members, officers and directors, against any liability and expense, including without limitation attorney's fees, arising out of any claim whatsoever which may be brought or based upon the use of the excerpts.

Penalties for Misuse

If in the sole opinion of Tony Award Productions, any of the above provisions have been violated, the violation must be corrected within ten calendar days following written notice of the violation. Any violation not so corrected, in addition to any other rights or remedies available to Tony Award Productions or its ventures, may result in the withdrawal of the right to use the Tony Award® trademark and/or the Medallion trademark and copyright, including, without limitation, a permanent ban on the use of the marks in the event of a serious or continuing violation.

Table A: Official Category Names and Acceptable Abbreviations

Official Category Name	Acceptable Abbreviations (The word “Best” may be used in conjunction with any of the following abbreviations)
Best Play	<ul style="list-style-type: none"> • Play
Best Musical	<ul style="list-style-type: none"> • Musical
Best Book of a Musical	<ul style="list-style-type: none"> • Book of a Musical
Best Original Score (Music and/or Lyrics) Written for the Theatre	<ul style="list-style-type: none"> • Score • Original Score
Best Performance by an Actor in a Leading Role in a Play	<ul style="list-style-type: none"> • Actor in a Leading Role in a Play • Leading Actor in a Play
Best Performance by an Actress in a Leading Role in a Play	<ul style="list-style-type: none"> • Actress in a Leading Role in a Play • Leading Actress in a Play
Best Performance by an Actor in a Leading Role in a Musical	<ul style="list-style-type: none"> • Actor in a Leading Role in a Musical • Leading Actor in a Musical
Best Performance by an Actress in a Leading Role in a Musical	<ul style="list-style-type: none"> • Actress in a Leading Role in a Musical • Leading Actress in a Musical
Best Performance by an Actor in a Featured Role in a Play	<ul style="list-style-type: none"> • Actor in a Featured Role in a Play • Featured Actor in a Play
Best Performance by an Actress in a Featured Role in a Play	<ul style="list-style-type: none"> • Actress in a Featured Role in a Play • Featured Actress in a Play
Best Performance by an Actor in a Featured Role in a Musical	<ul style="list-style-type: none"> • Actor in a Featured Role in a Musical • Featured Actor in a Musical
Best Performance by an Actress in a Featured Role in a Musical	<ul style="list-style-type: none"> • Actress in a Featured Role in a Musical • Featured Actress in a Musical
Best Scenic Design of a Play	<ul style="list-style-type: none"> • Scenery • Scenic Design of a Play
Best Scenic Design of a Musical	<ul style="list-style-type: none"> • Scenery • Scenic Design of a Musical
Best Costume Design of a Play	<ul style="list-style-type: none"> • Costumes • Costume Design of a Play
Best Costume Design of a Musical	<ul style="list-style-type: none"> • Costumes • Costume Design of a Musical

Official Category Name	Acceptable Abbreviations (The word “Best” may be used in conjunction with any of the following abbreviations)
Best Lighting Design of a Play	<ul style="list-style-type: none"> • Lighting • Lighting Design of a Play
Best Lighting Design of a Musical	<ul style="list-style-type: none"> • Lighting • Lighting Design of a Musical
Best Direction of a Play	<ul style="list-style-type: none"> • Direction • Play Direction • Direction of a Play
Best Direction of a Musical	<ul style="list-style-type: none"> • Direction • Direction of a Musical
Best Choreography	<ul style="list-style-type: none"> • Choreography
Best Revival of a Play	<ul style="list-style-type: none"> • Play Revival • Revival of a Play
Best Revival of a Musical	<ul style="list-style-type: none"> • Musical Revival • Revival of a Musical
Best Orchestrations	<ul style="list-style-type: none"> • Orchestrations