

## APPENDIX H

### Endorsement Guidelines

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In order to ensure quality and historical/cultural accuracy as planning continues, the Commission has developed a list of proposed endorsement guidelines which will be used to evaluate events and projects for inclusion in the "official" Bicentennial program. The advantage of endorsement is heightened awareness/visibility and greater potential for sponsorships and other funding. Each event or project will be evaluated for endorsement on its own merits, with consideration being given to the sponsor's ability to identify:

- ◆ Goals
- ◆ Target markets
- ◆ Dates of event or anticipated lasting effect of a project
- ◆ Connection to the Lewis & Clark Expedition
- ◆ Connection to the Strategic Framework of the Montana Bicentennial Master Plan
- ◆ Means to ensure authenticity and cultural and historical accuracy
- ◆ Methods to promote multi-cultures
- ◆ Necessary elements to accomplish the event/project
- ◆ Responsible parties and brief identification of responsibilities
- ◆ Budget to implement and, if necessary, to maintain over a period of time
- ◆ Release of liability and proof of insurance
- ◆ Benefits to residents and nonresidents

The Commission's intent is to endorse any events and projects that meet their expectations to positively impact the overall Commemoration. However, if objectionable elements are incorporated in the project or event, endorsement will be denied or postponed. Elements that would restrict endorsement include the following:

- ◆ Undue burden on Montana's infrastructure or natural resources
- ◆ Inability to document historical accuracy and authenticity
- ◆ Exclusivity to one culture
- ◆ No link to the Lewis & Clark Expedition
- ◆ Allowance or encouragement of lewd, profane or crude behavior
- ◆ Failure to adhere to acceptable social standards
- ◆ Presentation of Montana as being deficient in areas such as technology, culture, education, etc.
- ◆ Risk of a libelous situation for the State of Montana

