



## LORAX COSTUME RESERVATION FORM

### PART 1 of 3: Introduction

Thank you for your interest in The LORAX costume. In 1971 Dr. Seuss introduced the world to an environmental advocate named The Lorax. In doing so, he created the first major children's book dealing with concerns over the environment. Due to high demand and a limited number of costumes, **the Lorax costume character appearances will be scheduled in the order in which they are received.** Random House Children's Books will do its best to accommodate as many requests as possible, however it is possible that your costume request may not be filled.

**In order for your request to be considered:**  
This form must be filled out ENTIRELY and submitted to directly to Costume Specialists.

It is the wish of Random House Children's Books to make all efforts to preserve the integrity of this important character. For this reason, we require strict adherence to our rules pertaining to usage of The Lorax costume. Accounts must follow these rules exactly. Absolutely no variation will be tolerated. If any of these rules, as detailed in the following two pages, are infringed upon, Random House Children's Books reserves the right to cancel pending and future costume orders immediately from that account.

**Every Lorax reservation request must contain Part 3 of this document, faxed to Costume Specialists at: (614) 464-2114.** Please note that Part 3 will require a signature, stating that you understand all Part 2 rules and regulations detailed in this packet.

### **How to Book a Lorax Reservation:**

1. Accounts should call Costume Specialists at 1-800-596-9357 to request The Lorax.. Costume Specialists will take down the initial information, and then send the account The Lorax Costume Reservation Form.
2. The account must review and sign forms.
3. The account must fax the signed forms to Costume Specialists at (614) 464-2114.
4. Costume Specialists will notify the account about their costume rental within 2 weeks.

#### **IF YOU ARE APPROVED:**

5. Costume Specialists will fax or email the account a costume agreement form to sign. At this time, the account will be required to submit payment of shipping fees for the upcoming event.
6. Once Costume Specialists has received a signed agreement and payment, the costume will arrive on or before the first day of the reservation.
7. When an account's event has ended, Costume Specialists will arrange return shipment.

If you have any further questions about The Lorax costume usage, please call Costume Specialists at 1-800-596-9357.



## LORAX COSTUME RESERVATION FORM **PART 2 of 3: Rules and Regulations For Requested Appearances**

### LORAX COSTUME RULES

#### RULE #1 – Submission

All requests must be submitted to Costume Specialists. Every reservation request must contain Part 3 of this document filled out completely, signed, and then faxed to Costume Specialists at (614) 464-2114.

#### RULE #2 - Approvals

The Lorax costume reservations **MUST** be approved by Dr. Seuss Enterprises, L.P. & Random House Children's Books. After Costume Specialists has received your costume request, Random House Children's Books will determine which requests can be fulfilled in the order in which they are received. Each account will be notified of the request status within 2 weeks. Please wait to receive your costume confirmation from Costume Specialists before promoting event. As detailed in the shipping form, the confirmation can be faxed or emailed to your store, depending on your preference.

#### RULE #3 - Usage

The Lorax costume can only be used for Dr. Seuss themed events (eg. Storytimes). No store openings, mall events, parades etc., unless event is specifically promoting Dr. Seuss books)

- The costume cannot appear with any other costume characters.
- The costume must be positioned next to Dr. Seuss books, in the book section only. The costume **MUST NOT** stand in any other section of a store.
- All Lorax appearances must have Dr. Seuss books featured and available to purchase.
- Recommended height of costume performer for The Lorax costume is 5'2" – 5'5".

#### RULE #4 – Advertising

Any print advertising depicting The Lorax at **MUST** be submitted to Dr. Seuss Enterprises, L.P., for approval prior to the event.

Submissions should be made to the **BOTH** of the below contacts:

Susan Brandt  
Dr. Seuss Enterprises  
1200 Prospect Street - Suite 575  
La Jolla, CA 92037  
Phone: (858) 459-9744 / Fax: (858) 459-9747  
[susanb@drseuss.com](mailto:susanb@drseuss.com)

Any depiction of The Lorax must carry the following copyright notice:

<sup>TM</sup> and © Dr. Seuss Enterprises, L.P. 1971. All rights reserved.

The Lorax may **NOT** be depicted with or adjacent to the logo for any other property, or with any other item for sale except Dr. Seuss books.

#### RULE #5 – Shipping

Shipping fees for the costume will be approximately **\$250.00**. Accounts renting costumes will not incur any costs beyond shipping fees. Accounts will be billed for directly by Costume Specialists who will facilitate all the shipping details.



## LORAX COSTUME RESERVATION FORM PART 3 of 3: Event Description / Shipping Form

Please fill out the information detailed below completely, along with the signed rules statement below and send back by fax to (614) 464-2114. **IF YOU ARE APPROVED**, you will receive a confirmation of your reservation from Costume Specialists with in 2 weeks. Customers are responsible for shipping costs and insurance for costume for event.

Please note: reservations MUST be fully completed, before costume appearance is approved and reserved.

**EVENT DATE:** \_\_\_\_\_  
Costume should arrive on (date) \_\_\_\_\_  
Costume will be shipped back on (date) \_\_\_\_\_

**2<sup>nd</sup> Choice EVENT DATE:** \_\_\_\_\_  
Costume should arrive on (date) \_\_\_\_\_  
Costume will be shipped back on (date) \_\_\_\_\_  
\*\*Please include exact date and time for the requested event. If approved, it will be listed on the Seussville website.\*\*

### **BILLING INFO:**

Account Name: \_\_\_\_\_

Account Name: \_\_\_\_\_

Contact at account: \_\_\_\_\_

Contact at account: \_\_\_\_\_

Account Address: \_\_\_\_\_

Account Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone \_\_\_\_\_

Telephone \_\_\_\_\_

Sales Rep: \_\_\_\_\_

Sales Rep Telephone: \_\_\_\_\_

**CONFIRMATION APPROVAL form should be emailed / faxed to:** \_\_\_\_\_

*PLEASE NOTE: Associated Global Systems will contact you to determine pick-up time for return shipment of costume.*

**EVENT DESCRIPTION (Please be as detailed as possible):**  
**WHAT KIND OF EVENT IS THIS?**

WHAT WILL THE LORAX BE DOING AT EVENT? (Please note that the Lorax cannot talk)

WILL DR. SEUSS PRODUCT BE ORDERED TO SUPPORT THIS APPEARANCE? WILL CUSTOMERS HAVE AN OPPORTUNITY TO PURCHASE PRODUCT?

**IMPORTANT: (PLEASE SIGN): I, THE CUSTOMER, FULLY UNDERSTAND THE RULES AND REGULATIONS PERTAINING TO LORAX COSTUME APPEARANCES AS DETAILED IN PART 2 AND IN THE LORAX COSTUME GUIDELINES. I UNDERSTAND THAT ANY VIOLATION OF THESE RULES WILL RESULT IN THE TERMINATION OF CURRENT AND FUTURE LORAX COSTUME RESERVATIONS.**  
Customers MUST sign below.



(customer signature)

Please fax Part 3 back to (614) 464-2114.

## Lorax Costume Guidelines

### Getting Into the Costume:

- The Lorax is made for a person 5'2" to 5'5" to wear.
- Be sure the dressing area is clean and dry to keep the costume clean and dry.
- Wear a clean, dry T-shirt. It will keep you most comfortable.
- Place feet (without sneakers) inside of each leg. Then sit on a chair and put your sneakers on and the Lorax feet on those.
- Put on the backpack and connect the belt straps to the top of the backpack harness.
- Pull the costume over the backpack harness and connect the fans to the power source. Then zip up the back of the costume and wait for it to inflate.

### Lorax Personality Traits:

Poised, Proper, Friendly, Intelligent—The Lorax speaks for the trees in an educated and confident manner. He does so in a diplomatic way as the trees cannot speak for themselves but their cause is worthy of being heard.

### Animation:

The Lorax's animation reflects his confidence and poise. His walk is self-assured with an easy stride. He often stands with his fingers laced just below his chest. As the Lorax, you can graciously extend your arm to take a picture.

The Lorax is friendly, thoughtful and diplomatic, so a thoughtful rub of the chin, or scratch of to the head, and finger pointed to the sky will let the crowd know you've got an idea and are ready to share it.

### Do's:

- Get eye level to small children.
- Wave hello or good-bye when walking to or from a person.
- Keep a consistent level of energy.
- Keep your costume as clean as possible.
- Keep costume head away from heat.

### Don'ts:

- Smoking, eating or drinking while in costume.
- Speaking while in costume.
- Dragging your feet.
- Never show frustration - remember body language is readable in costume.
- Pick up a child or have a child sit on your lap.
- Touch a person in an appropriate area of the body. Remember your gloves are bigger than your hands and may extend into an area of the body that your hand would not.
- Pick up any items other than a pen to sign autographs.
- Lean on the head of a child.
- Put your gloves in the face of any person.
- Sit in costume unless it is necessary to get a photo.
- Eat or lay down in costume.
- Never let the public see you with your head off.
- Wear the costume for more than 20 – 30 minutes at a time without a break.