

Guidelines for Requesting a Special Authorization to Use the Country Brand for Audiovisual Productions

The essential COSTA RICA Country Brand is a strategic tool designed to promote and project Costa Rica's image internationally, strengthening its positioning, reputation, and competitiveness among global audiences. Audiovisual productions authorized under this modality contribute to communicating the values, attributes, and essence that distinguish the country, integrating into a narrative that promotes Costa Rica as an innovative, sustainable nation committed to social progress.

In accordance with Article 16 bis of the Regulations for the Use of the Costa Rica Country Brand (PRO-NOR-044), PROCOMER may grant special authorizations for the use of the Country Brand to audiovisual projects that contribute to the promotion of Costa Rica and are aligned with the values, attributes, and objectives of the Country Brand.

These Guidelines regulate the procedure for requesting such special authorization for specific audiovisual productions.

1. ELIGIBLE PROJECTS

Completed audiovisual productions or projects in an advanced stage of post-production, including:

- Feature Films (Fiction, Documentary, Animation)
- Short Films (Fiction, Documentary, Animation)
- Series or Serialized Projects (Fiction, Documentary, Animation)
- Digital and Multiplatform Content
- Unscripted Formats (Reality Shows, Docu-Reality, Factual Programming)

Projects whose content, objectives, or activities are contrary to applicable legislation, public policy, the principles and values of the Country Brand, or that may pose reputational risks to Costa Rica or the governing institutions of the Country Brand shall not be eligible. Likewise, projects that are still in development or production will not be accepted and must wait until they reach a more advanced stage before applying.

2. EVALUATION CRITERIA

Your project will be evaluated based on the values, attributes, and objectives of the essential COSTA RICA Country Brand.

Among other aspects, the following values will be considered:

- **Sustainability**

Environmentally and socially responsible productions.

- **Excellence**

High creative, technical, and storytelling standards.



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- **Innovation**

New approaches to storytelling, production, or creation.

- **Social Progress**

Positive impact on people, communities, and inclusion.

- **Costa Rican Rooting**

Significant presence of Costa Rican talent, locations, or national identity.

The project's contribution to the official attributes of the Country Brand may also be considered, including authenticity, pride, focus, and the ability to generate value for Costa Rica.

3. APPLICATION PROCESS

1) **Complete the Application Form**

Provide the project's general information and technical details:

<https://www.esencialcostarica.com/en/home-products-audiovisual/#licenciarse>

2) **Submit the Material**

Provide an advanced cut of the production.

3) **Review Process**

The application will be reviewed by the Country Brand Technical Unit to verify compliance with applicable requirements and alignment with the values, attributes, and objectives of the Country Brand.

For audiovisual projects, the Technical Unit may request a technical opinion from the Costa Rica Film Commission. Such opinion will be advisory and non-binding.

4) **Resolution**

Upon completion of the technical review, the Country Brand Technical Unit will approve or reject the application in accordance with Article 16 bis of the Regulations for the Use of the Country Brand.

4. CONDITIONS OF USE OF THE SPECIAL AUTHORIZATION

The special authorization granted by the Country Brand Technical Unit shall allow the use of the expressly authorized trademarks and distinctive signs solely for the approved audiovisual production and only within the scope established in the corresponding authorization resolution.

The use of the authorized distinctive signs must strictly comply with the official Country Brand guidelines and the conditions established in the corresponding special authorization.

Unless expressly stated otherwise in the authorization granted, authorized audiovisual projects shall exclusively use the designation "This is *essential* COSTA RICA" or its Spanish equivalent "Proyecto *esencial* COSTA RICA". This designation may be used on posters, opening credits, closing credits when contractually required, and other authorized materials or placements.



The Country Brand Technical Unit may revoke the authorization granted if non-compliance with the applicable conditions is identified or if circumstances arise that justify its revocation in accordance with applicable regulations.

5. SCOPE OF THE AUTHORIZATION

The special authorization constitutes a limited authorization for the use of the trademarks and distinctive signs expressly approved by the Country Brand Technical Unit in connection with the authorized audiovisual project.

The authorization does not imply certification, sponsorship, endorsement, editorial approval, artistic approval, ideological approval, commercial approval, or content approval by the essential COSTA RICA Country Brand regarding the work itself, its producers, sponsors, participants, or contents.

Full responsibility for the content of the audiovisual production shall rest exclusively with its producers, rights holders, and any other parties responsible for the project.

