



MAD DOG PAC

Claude A. Taylor, Chair

May 6, 2019

Lisa J. Stevenson, Esquire
Acting General Counsel
Federal Election Commission
1050 First Street, N.E.
Washington, D.C. 20463

RE: Advisory Opinion Request

Dear Ms. Stevenson:

Pursuant to 52 U.S.C. § 30108 I am writing as the founder and Chairman of Mad Dog PAC to request an advisory opinion on the permissibility of the commercial marketing plan as outlined below under the applicable Federal Election Commission statute and regulations.

Mad Dog PAC

Mad Dog PAC [FEC Committee ID: C00663211] engages in high-visibility, high-impact, peaceful activities - broadly anti-Trump, anti-GOP and anti-NRA in nature - with a specific focus on generating support for the removal of Donald J. Trump from office by impeachment or the ballot.

Unlike PACs funded by wealthy individuals or special interest groups, Mad Dog PAC relies exclusively on grass root volunteer and economic support from citizens who want to make a difference. Individual donations and merchandise sales are our only means of funding this mission.

Proposed Marketing Plan

We intend to sell T-Shirts featuring the facial likenesses of various candidate members of the Democratic Party seeking that party's nomination in the 2020 presidential election. Photographic mock-ups of the front of several representative T-Shirts are attached. The T-Shirts will be sold through our website at <https://maddogpac.com>.

The goal of this campaign is two-fold. First, we will increase citizen involvement by encouraging awareness and enthusiasm with the liberal values we espouse, in this instance as collectively articulated by the campaigns of various significant potential Democratic Party nominees.

GO. FIGHT. WIN.

www.MadDogPAC.com info@MadDogPAC.com
2000 14th Street NW Suite 104 Box 73071 Washington, DC 20056

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Second, we will raise money to continue and expand our efforts to advance the Mad Dog PAC agenda.

You will note the T-Shirt design is comprised of and limited to duplicate images of a candidate surrounded by a border repeating that candidate's name. The only other writing anywhere on the garment will be the addition of the Mad Dog PAC logo and/or URL. Our marketing of these shirts will be expressly limited to the promotion of Mad Dog PAC and its values. To the extent an individual T-Shirt sale presumptively favors one candidate over the others, that candidate support will be the decision of the purchaser, not Mad Dog PAC.

Additional Thoughts

Unlike the T-Shirt proposal addressed by the Commission in Advisory Opinion 1976-50, we will not share any sales proceeds with any candidate or other committee.

Our T-Shirt also differs significantly from that reviewed by the Commission in Advisory Opinion 1994-30. Our T-Shirt promotion will not advocate the election or defeat of any individual candidate, or solicit contributions for any candidate or committee. In keeping with the guidance provided by the Opinion, we will not share any information on the details of our T-Shirt promotions or coordinate our marketing efforts with any candidates or their campaigns.

Since the present universe of candidates is larger than is economically feasible to accommodate with individual T-Shirts, we plan to limit our initial offering to no more than ten different shirts. The selection criteria which we expect to apply and the price we will charge will be based on economic considerations consistent with our goal of maximizing funding to support our mission.

Because we do not endorse or favor the candidacy of any individual candidate, candidate information, slogans, website links or any other information which might assist voters in finding or donating to a particular campaign will be excluded from our marketing materials.

We appreciate the Commission's consideration of this request, and I look forward to its response. If you or the Commission have any questions or concerns please contact me at claudio@maddogpac.com or at the mailing address shown below.

Respectfully,



Claude Taylor, Chairman
Mad Dog PAC

attachments

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Mad Dog PAC

Four proposed T-Shirts for sale at MadDogPAC.com



