

**Zeta Phi Beta Sorority, Incorporated**  
1734 New Hampshire Avenue, N.W. • Washington, D.C. 20009  
**OFFICIAL CENTENNIAL MARKS and USAGE GUIDELINES**  
**for**  
**Official Licensed Centennial Projects**

Zeta Phi Beta Sorority, Incorporated (the “Sorority”) has initiated planning for its Centennial in 2020. “The Journey to Centennial” will consist of marks created for the exclusive use of approved licensees. These policies will apply to all marks/logos created by the Centennial Commission or other designated entities working under the auspices of the Centennial Commission (the “Centennial Marks”).

The Centennial Commission is an approved entity of the Sorority and has been charged with the execution of the 2020 Centennial.

To protect and preserve the historic legacy of the Centennial, the Sorority will enforce limited usage of the Centennial Marks. Usage of Centennial Marks in violation of these Official Marks and Usage Guidelines for Official Licensed Centennial Projects (these “Marks and Usage Guidelines”) will be subject to legal action to the full extent of the law.

### **OFFICIAL CENTENNIAL MARKS**

Certain Centennial Marks are listed on Schedule 1 of this document and may be updated by the Centennial Commission from time to time in its sole discretion.

### **SORORITY USAGE OF THE CENTENNIAL MARKS**

Members of the Sorority may only use the Centennial Marks after obtaining the permission of the Centennial Commission in writing. The Centennial Marks are not to be used in any form unless approved in writing by the Centennial Commission. This policy applies to individual members as well as organized groups within the Sorority.

### **OFFICIAL LICENSED CENTENNIAL PROJECTS**

Members, Chapters, States, and Regions (“M/C/S/R”) are invited and encouraged to participate in the 2020 Visionaries Official Centennial Campaign (the “2020 Visionaries Program”) at The Founders’ Society level (\$10,000.00). The Centennial Commission will approve a limited number of special projects that use one or more Centennial Marks, and all projects must be approved prior to production by the Centennial Commission. These projects will be referred to as “**Official Licensed Centennial Projects.**”

In each case, all proceeds from an Official Licensed Centennial Project must be contributed to the 2020 Visionaries Fundraising Campaign. The Centennial Commission developed the Official Licensed Centennial Project program as a way for M/S/C/R to support the 2020 Visionaries Program by creating unique and creative projects *that do not directly compete with items ordinarily sold by licensed vendors.*

## **Visionary Commitment**

Subject to the approval process described in these Marks and Usage Guidelines, M/C/S/R will be given the right to use the Centennial Marks on one or more products. All products that use Centennial Marks must be approved prior to production by the Centennial Commission, and all proceeds for the sale of the item(s) are required to be contributed to the 2020 Visionaries Program. If proceeds exceed the designated levels, the M/C/S/R is eligible to “gift” 2020 Visionaries Program recognition to a designated M/C/S/R of the Sorority. Each M/C/S/R will be required to provide an annual payment in the amount of \$2000.00 and will be required to provide accounting of all sales of items bearing Centennial Marks to the Centennial Commission. M/C/S/R may pay the \$10,0000 commitment in full at any time.

## **PROCESS FOR APPROVAL OF OFFICIAL LICENSED CENTENNIAL PROJECTS**

### **Approval of Usage – Centennial Commission’s Discretion**

Official Licensed Centennial Projects can only be licensed and approved through the Centennial Commission. Limited approval will be given for use of the Official Centennial Logo, but other Centennial Marks that are to be used on creative and quality products will have a higher likelihood of approval. The Centennial Commission, in its sole discretion, will approve or deny all usage of the Centennial Marks.

The Centennial Commission will only approve Official Licensed Centennial Projects *that do not directly compete with items ordinarily sold by licensed vendors.*

### **Process for Application and Approval of Official Licensed Centennial Projects**

Each proposed Official Licensed Centennial Project must be approved by the Centennial Commission prior to embarking upon the project.

The Centennial Licensing Process Flow:

- Visit the Journey to Centennial Website at <http://zphib2020.com>.
- Click Buy Blue on the tool bar to access the current version of the Marks and Usage Guidelines.
- Complete the Official Licensed Centennial Project Request for Approval Form that is included with these Marks and Usage Guidelines and submit to [ZetaProjects@zphib2020.com](mailto:ZetaProjects@zphib2020.com). You will be notified within 3 business days of approval or denial.
  - If approved, the Centennial Licensing Team and the Centennial Commission Team will send an email confirmation that will include the Official Licensed Centennial Project Agreement (the “Project Agreement”), point of contact and any additional information required by the Centennial Commission.
  - If denied, an email will be sent with suggestions that the M/C/S/R should consider if they wish to resubmit a project.

- Upon receipt of the Project Agreement, read carefully, and if you agree, return to the Centennial Commission along with your Centennial Visionaries Number and 2020 Visionaries Program pledge amount.
- Once the signed Project Agreement and pledge information has been received, you will receive the applicable Centennial Mark(s).
- The M/C/S/R will have up to six (6) months to fully develop the project including images, samples, and/or physical prototypes as applicable and to submit a fully developed rendering of the project to the Centennial Licensing Team. Once the final submission is made, the Centennial Licensing Team will provide a response within 3 business days.
  - If approved, the M/C/S/R's name, URL link and official image of product or project will be posted on the official Centennial Website under the "Buy Blue" section, the M/C/S/R will be notified that the project has been approved and placed on the ZPHIB2020.com site.
  - If denied, the M/C/S/R will have 30 days to resubmit a proposal. If denied again, the Project Agreement will be terminated without further action by any party to that agreement. Funds donated to the 2020 Visionaries Program are not refundable.
- M/C/S/R who have developed an Official Licensed Centennial Project will receive:
  - acknowledgment on the Centennial Website;
  - special signage to use when selling licensed Centennial merchandise or conducting the Official Licensed Centennial Project, as applicable;
  - a special license indicating that the project is an Official Licensed Centennial Projects on the Vendor's website and other marketing vehicles.
  - one (1) extra table for the M/C/S/R's booth at the Centennial Celebration Vending area in July 2020 with the purchase of one (1) table.

## Frequently Asked Questions for Official Licensed Centennial Projects

1. Will a M/C/S/R be required to be participate for each of the five years beginning in 2015 to participate in the 2020 Visionaries Program through an Official Licensed Centennial Project?

Yes. The intent is that the partnership will span the 5 year Centennial Journey; however, the next question addresses M/C/S/R whose projects are approved after 2015.

2. Can a M/C/S/R begin an Official Licensed Centennial Project after 2015?

Yes. If you begin an Official Licensed Centennial Project after 2015, you will have to donate the amount required in previous years to “catch up” to the donation amount for the applicable level. Example, if M/C/S/R requests permission in 2017, they will have to meet the appropriate 2020 Visionaries Program giving level from 2015-2017 so a minimum of \$4000 would be required. See chart:

**The Founders’ Society** contributions are encouraged to be paid on a monthly or quarterly basis; however, at a minimum all payments must be made set forth below, with prepayments being acceptable. For purposes of this section “AD” means the anniversary of effective date of the Project Agreement):

Signing Year	Payment Due on Signing	Payment by AD 2015	Payment by AD 2016	Payment by AD 2017	Payment by AD 2018	Payment by AD 2019
2015	\$0	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
2016	\$2,000	n/a	\$2,000	\$2,000	\$2,000	\$2,000
2017	\$4,000	n/a	n/a	\$2,000	\$2,000	\$2,000
2018	\$6,000	n/a	n/a	n/a	\$2,000	\$2,000
2019	\$8,000	n/a	n/a	n/a	n/a	\$2,000
2020	\$10,000	n/a	n/a	n/a	n/a	n/a

3. What are the donation levels required of a M/C/S/R in exchange for recognition as an Official Licensed Centennial Project?

The only level is The Founders’ Society (\$10,000). If the M/C/S/R does not meet the minimum giving level, it will be recognized at the appropriate giving level in the 2020 Visionaries Program.

4. What happens if an Official Licensed Centennial Project fails to meet their commitment by failure to donate the annual minimal contribution amount?

If the M/C/S/R does not meet the minimum giving level, it will be recognized at the appropriate giving level in the 2020 Visionaries Program.

5. How must proceeds in excess of \$10000 be utilized?

All proceeds from Official Licensed Centennial Projects must be donated to the 2020 Visionaries Program. The M/C/S/R can apply the excess amount to another \$10,000 donation level or the excess funds can be “gifted” to a named M/C/S/R at The Founders’ Society level. These gifts must be in increments of \$10,000. If the M/C/S/R reaches \$10,000 and does not believe that the Project will make enough money to contribute at least another \$10,000, the project must stop.

6. When will the license for the Official Licensed Centennial Project be released to the applicable M/C/S/R?

Upon execution by the Sorority and the M/C/S/R of the Project Agreement. If applicable, the Centennial Mark(s) provided to the M/C/S/R must not be shared or utilized in any way except as specifically approved by the Centennial Commission.

**Official Licensed Centennial Project  
Request for Approval**

M/C/S/R Name: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Email Address \_\_\_\_\_ Phone Number \_\_\_\_\_

Indicate the Centennial Marks you are requesting to use, if any:

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Describe or Submit an Image/Description of the project (please use additional pages as necessary):

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To request approval for an Official Licensed Centennial Project (minimum \$2,000 annual fee if started in 2015), please e-mail a completed copy of this form to [ZetaProjects@zphib2020.com](mailto:ZetaProjects@zphib2020.com). All proposals become the property of Zeta Phi Beta Sorority, Incorporated.

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*For use by Zeta Phi Beta Sorority, Inc.*

Date Received by Centennial Commission \_\_\_\_\_

Received by: \_\_\_\_\_

