

**Zeta Phi Beta Sorority, Incorporated**  
1734 New Hampshire Avenue, N.W. • Washington, D.C. 20009

**OFFICIAL CENTENNIAL MARKS and USAGE GUIDELINES**  
**for**  
**Zeta Official Licensed Centennial Vendors**

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 Zeta Official Licensed Centennial Vendors (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.

**ZETA VENDOR USAGE OF THE CENTENNIAL MARKS**

**Zeta Official Centennial Licensed Vendors**

Members of the Sorority who have secured an annual or biennial license to sell products with Zeta marks through International Headquarters (the “Vendor License”) and who have elected to participate in the 2020 Visionaries Official Centennial Campaign (the “2020 Visionaries Program”) at either The Circle of Pearls level (\$5,000.00) or The Founders’ Society level (\$10,000.00) are eligible to be Zeta Official Centennial Licensed Vendors. Each member of the Sorority who holds a Vendor License is a “Zeta Vendor.” If the holder of the Vendor License is a business rather than an individual, at least 50% of the business must be owned by a member of the Sorority to be considered a Zeta Vendor. The Zeta Official Centennial Licensed Vendor is entitled to all of the privileges associated with the applicable 2020 Visionaries Program giving level.

**Visionary Commitment**

Subject to the approval process described in these Marks and Usage Guidelines, Zeta Official Centennial Licensed Vendors 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 Zeta Vendor would be eligible to “gift” 2020 Visionaries Program recognition to a designated member of the Sorority. Each Zeta Official Centennial Licensed Vendor will be required to provide an annual payment in the amount of at least \$1000.00 or \$2000.00 and will be required to provide accounting of all sales of items bearing Centennial Marks to the Centennial Commission. Zeta

Official Licensed Vendors can choose to pay the \$5,000 or \$10,000 commitment in full at any time.

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

Zeta Official Centennial Licensed Vendors 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.

### **Process for Application and Approval of Official Centennial License**

Use of any Centennial Mark on each product must be approved by the Centennial Commission prior to the sale of the item.

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 Zeta Official Centennial Licensed Vendor Request for Approval Form that is included with these Marks and Usage Guidelines and submit to ZetaVendor@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 Centennial Addendum (ZETA) to Vendor License Agreement (the “Vendor License Addendum”), point of contact and any additional information required by the Centennial Commission.
  - If denied, an email will be sent with suggestions that the Zeta Vendor should consider if they wish to resubmit a product.
- Upon receipt of the Vendor License Addendum, read carefully, and if you agree, sign and return to return to the Centennial Commission along with your Centennial Visionaries Number and 2020 Visionaries Program pledge amount.
- Once the signed Vendor License Addendum and pledge information has been received, you will receive the applicable Centennial Mark(s).
- The prototype creation period is within 0-6 months, and then the image and/or physical prototype is sent to the Centennial Licensing Team where it will be reviewed. The Centennial Licensing Team will provide a response within 3 business days.
  - If approved, the Zeta Vendor’s name, URL link and official image of product, will be posted on the official Centennial Website under the “Buy Blue” section, the Zeta Vendor will be notified that the prototype has been accepted and placed on the ZPHIB2020.com site.
  - If prototype is denied, the Zeta Vendor will have 30 days to resubmit a proposal. If denied again, the Vendor License Addendum will be

terminated without further action by any party to that agreement. Funds donated to the 2020 Visionaries Program are not refundable.

- Zeta Official Centennial Licensed Vendors will receive:
  - acknowledgment on the Centennial Website;
  - special signage to use when selling licensed Centennial merchandise;
  - authorization to use the Zeta Official Centennial Licensed Vendor logo on the Vendor's website and other marketing vehicles.
  - one (1) extra table for their booth at the Centennial Celebration Vending area in July 2020 with the purchase of one (1) table.

## **Frequently Asked Questions for Official Centennial Licensed Vendors**

1. Is it required that a Zeta Vendor be certified as an Official Licensed Vendor by Zeta's National Headquarters prior to participation in the program?

Yes.

2. Will a Zeta Vendor be required to be licensed for each of the five years beginning in 2015 to participate in the 2020 Visionaries Program as a Zeta Official Centennial Licensed Vendor?

Yes. The intent is that the partnership will span the 5 year Centennial Journey; however, the next question addresses vendors who become licensed vendors after 2015.

3. Can a member of Zeta Phi Beta Sorority, Inc. who becomes a licensed vendor with Zeta's Headquarters after 2015 participate?

Yes, but the member will be required to pay to Zeta's Headquarters the amount charged by Zeta's Headquarters for each year the member or her business did not secure a license between 2015 and 2020 at the specific rates for those years. This is in addition to the 2020 Visionaries Program commitment required to be a Zeta Official Centennial Licensed Vendor.

4. What are the levels that qualify for Zeta Licensed Vendors to become Zeta Official Centennial Licensed Vendors?

The Circle of Pearls (\$5000) or The Founders' Society (\$10,000). Loss of eligibility for at least The Circle of Pearls giving level will result in automatic termination of the Vendor License Addendum and loss of Zeta Official Centennial Licensed Vendor status without further action required by either Party. This means that products that were approved under the Vendor License Addendum are no longer allowed to be produced or sold. However, if the Soror continues to donate and reaches The Circle of Pearls or the Founders' Society level by 2020, she will be recognized in 2020.

5. If I am a Zeta Official Licensed Vendor and I decide I want to become a Zeta Official Centennial Licensed Vendor can I do so later?

Yes. If you are a Zeta Official Licensed Vendor and want to become a Zeta Official Centennial Licensed vendor and join the 2020 Visionaries Program after 2015, you will have to donate the amount required in previous years to "catch up" to the donation amount for that level. Example, a Zeta Vendor requests permission in 2017, they will have to meet the appropriate 2020 Visionaries Program giving level from 2015-2017 so a minimum of \$3000 would be required that year. The following chart shows the schedule of required donations:

**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.

| Signi<br>ng<br>Year | Payment<br>Due on<br>Signing | Payment<br>by<br>12/31/2015 | Payment<br>by<br>12/31/2016 | Payment<br>by<br>12/31/2017 | Payment<br>by<br>12/31/2018 | Payment<br>by<br>12/31/2019 |
|---------------------|------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 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                         |

**The Circle of Pearls** 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.:

| Signi<br>ng<br>Year | Payment<br>Due on<br>Signing | Payment<br>by<br>12/31/2015 | Payment<br>by<br>12/31/2016 | Payment<br>by<br>12/31/2017 | Payment<br>by<br>12/31/2018 | Payment<br>by<br>12/31/2019 |
|---------------------|------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 2015                | \$0                          | \$1,000                     | \$1,000                     | \$1,000                     | \$1,000                     | \$1,000                     |
| 2016                | \$1,000                      | n/a                         | \$1,000                     | \$1,000                     | \$1,000                     | \$1,000                     |
| 2017                | \$2,000                      | n/a                         | n/a                         | \$1,000                     | \$1,000                     | \$1,000                     |
| 2018                | \$3,000                      | n/a                         | n/a                         | n/a                         | \$1,000                     | \$1,000                     |
| 2019                | \$4,000                      | n/a                         | n/a                         | n/a                         | n/a                         | \$1,000                     |
| 2020                | \$5,000                      | n/a                         | n/a                         | n/a                         | n/a                         | n/a                         |

6. When will a Zeta Licensed Vendor who commits to the Zeta Official Centennial Licensed Vendor agreement be recognized as a Zeta Official Centennial Licensed Vendor?

After completion of the approval process described in these Marks and Usage Guidelines. After final approval of the first submitted prototype, the Zeta Official Centennial Licensed Vendor will receive the "Buy Blue" signage, have their name on the Centennial website and other amenities in the plan.

7. What happens if a Zeta Official Centennial Licensed Vendor fails to meet their commitment by either failure to pay the national vendor license fee charged by the Sorority's national headquarters or donate the annual minimal contribution amount?

Loss of the Vendor License with headquarters and/or loss of eligibility for at least The Circle of Pearls giving level will result in automatic termination of the Vendor License Addendum and loss of Zeta Official Centennial Licensed Vendor status. The Zeta will still be recognized under the appropriate giving level in the 2020 Visionaries program. This means that products that were approved under the Vendor License Addendum may no longer be produced or sold. However, if the Soror continues to donate and reaches The Circle of Pearls or the Founders' Society level by 2020, she will be recognized in 2020.

8. How must proceeds in excess of \$5000 or \$10000 be utilized?

All proceeds from products bearing Centennial Marks must be donated to the 2020 Visionaries Program. The Zeta Official Centennial Licensed Vendor can apply the excess amount to a higher donation level or the excess funds can be “gifted” to a named Soror at The Circle of Pearls level or The Founders’ Society level. These gifts must be in increments of \$5000 or \$10000.

9. What acknowledgements will be given to Zeta Official Centennial Licensed Vendors?

A “Buy Blue” sign and acknowledgement will be given on the Centennial website. When the Zeta Vendor achieves The Circle of Pearls and/or The Founders’ Society giving levels, they will receive applicable signage for the appropriate level as 2020 Visionaries and Zeta Official Centennial Licensed Vendors. They will also receive all benefits afforded Zetas at those levels.

10. When will the license for use of the applicable Centennial Mark(s) be released to the Zeta Vendor who has an approved Official Centennial Licensed Product?

Upon execution by the Zeta Vendor and the Sorority of the Vendor License Addendum. The Centennial Mark(s) provided to the Zeta Vendor must not be shared or utilized in any way except on the specific approved product(s) approved by the Centennial Commission.

11. Are there other ways that a Zeta Official Licensed Vendor can obtain usage of the Centennial Marks?

Yes. The Zeta Vendor can participate in the program offered to all National Licensed Vendors with a fee of \$10,000 annually for a total of \$50,000.

**ZETA OFFICIAL CENTENNIAL LICENSED VENDOR  
Request for Approval**

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

Business Name (If Applicable) \_\_\_\_\_

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

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

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

Are you a vendor licensed by Zeta Phi Beta Sorority, Inc.? Yes  No  If yes, please attach a copy of the current license.

Indicate the Centennial Marks you are requesting to use (attach additional sheets if necessary):

\_\_\_\_\_

Describe or Submit an Image/Description of the proposed product usage for the Centennial Mark listed above:

\_\_\_\_\_

To request approval to become a Zeta Official Licensed Centennial Vendor (minimum \$1,000 or \$2,000 annual fee in addition to annual license fee if started in 2015), please e-mail a completed copy of this form with a copy of your current license to [ZetaVendor@zphib2020.com](mailto:ZetaVendor@zphib2020.com). All proposals become the property of Zeta Phi Beta Sorority, Incorporated.

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

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

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

# SCHEDULE 1 OFFICIAL CENTENNIAL MARKS



## Official Centennial Logo (Silver)

This image in any form is the official Centennial logo. It is not to be reproduced or used in any way without the permission of the Centennial Commission.



## Official Centennial Logo (Blue)

This image in any form is the official Centennial logo. It is not to be reproduced or used in any way without the permission of the Centennial Commission.



## Zeta Official Centennial Licensed Vendor

This image is for the use of approved Zeta Official Centennial Licensed Vendors. It is not to be reproduced or used in any way without the permission of the Centennial Commission Team.



## Sisterhood Circle

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