

**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 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 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 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.

**VENDOR USAGE OF THE CENTENNIAL MARKS**

**Official Centennial Licensed Vendors**

Entities who have secured an annual or biennial license to sell products with Zeta marks through International Headquarters (the “Vendor License”) can be licensed to use the Centennial Marks on approved products, however, the products must be approved in advance of production (see process flow below).

**Centennial Vendor License Fee**

The fee to utilize the Centennial Marks is \$50,000, which can be paid in the increments described below. The Official Centennial License Fee is in addition to the annual vendor license fee paid to International Headquarters. ***The Centennial Vendor License Fees are not refundable after the first year and are only refundable during the first year as set forth in the process below.***

Year Signed	Payment Due on Signing	Payment by 1/2/2016	Payment by 1/2/2017	Payment by 1/2/2018	Payment by 12/31/2019
2015	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
2016	\$20,000	n/a	\$10,000	\$10,000	\$10,000
2017	\$30,000	n/a	n/a	\$10,000	\$10,000
2018	\$40,000	n/a	n/a	n/a	\$10,000

2019	\$50,000	n/a	n/a	n/a	n/a
2020	\$50,000	n/a	n/a	n/a	n/a

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

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 Official Centennial Licensed Vendor Request for Approval Form that is included with these Marks and Usage Guidelines and submit to IHQvendor@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 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 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 The Centennial Commission along with a money order or business check in the appropriate amount.
- Once the agreement and deposit 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 Vendor’s name, URL link and official image of product, will be posted on the official Centennial Website under the “Buy Blue” section, the vendor will be notified that the prototype has been accepted and placed on the ZPHIB2020.com site.
  - If prototype is denied, the Vendor will have 30 days to resubmit a proposal. If denied again, monies will be returned in full and the Vendor License Addendum will automatically terminate with no further action required by any party to that agreement.

- Official Centennial Licensed Vendors will receive:
  - acknowledgment on the Centennial Website;
  - special signage to use when selling licensed Centennial merchandise;
  - authorization to use the 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 vendor be certified as an Official Licensed Vendor by Zeta's National Headquarters prior to participation in the program?

Yes.

2. Will a vendor be required to be licensed for each of the five years beginning in 2015 to be an 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 vendor who becomes a licensed vendor with Zeta's Headquarters after 2015 participate?

Yes, but the vendor will be required to pay the amount charged by Zeta's Headquarters for each year the vendor did not secure a license between 2015 and 2020 at the specific rates for those years in addition to the \$50,000 fee required to be an Official Centennial Licensed Vendor.

4. What happens if an Official Centennial Licensed Vendor fails to meet their commitment by either failure to pay the National License Fee or the \$10,000 per year Centennial Licensing Fee?

Failure to pay the required fees will result in automatic loss of Official Centennial Licensed Vendor status.

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

A "Buy Blue" sign and acknowledgement will be posted on the Centennial website. This special signage may be displayed at the vendor's web site and at locations where the Official Centennial Licensed Vendor is selling items bearing the licensed marks.

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

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

7. If I am an Official Licensed Vendor and I decide I want to become an Official Centennial Licensed Vendor can I do so later?

Yes. If you are an Official Licensed Vendor and want to become an Official Centennial Licensed vendor, you will have to pay the licensing fee required in previous years to "catch up" to the amount required for that year. Example, if a vendor requests permission in 2017, the fee that will be due upon execution of the supplemental vendor agreement will be \$30,000.

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:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_  
\_\_\_\_\_

To request approval to become an Official Licensed Centennial Vendor (\$50,000 fee in addition to annual license fee – this may be made in annual installments), please e-mail a completed copy of this form with a copy of your current license to [IHQvendor@zphib2020.com](mailto:IHQvendor@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: \_\_\_\_\_

