



NATIONAL COALITION OF 100 BLACK WOMEN, INC. OPERATING GUIDELINES AND CODE OF CONDUCT FOR VENDORS

The National Coalition of 100 Black Women, Inc. or (“NCBW” or “The Coalition”) has developed these Operating Guidelines and this Code of Conduct (“Code”) to provide certified vendors with a clear understanding of NCBW’s policies concerning the sale of paraphernalia or any merchandise imprinted, emblazoned, embossed, or stamped with (collectively “bearing”) NCBW’s trademarks or service marks (collectively “Marks” or NCBW “merchandise”). Any questions about the policies expressed in this Code should be directed to NCBW’s Executive Director at 212-222-5660 or executivedirector@nc100bw.org.

This Code is incorporated into and made a part of the License Agreement that must be executed before any vendor may design, market, or sell merchandise bearing NCBW’s marks. You are advised to READ THIS CODE CAREFULLY BEFORE SIGNING THE LICENSE AGREEMENT.

DEFINITION

Certified Vendors are those individuals and businesses with whom NCBW has entered into a contract (License Agreement) signed by the Vendor and the National President or her designee, the Executive Director of NCBW authorizing the vendor to use NCBW’s Marks on merchandise to be manufactured, sold, displayed and/or distributed to members who can display a current NCBW membership card. *Please see #3 Vendor Agreement.*

FEES: RULES AND REGULATIONS

- 1. Fees for Certified Vendors.** Certified vendors shall pay an annual renewal fee for the opportunity to market, display or sell merchandise pursuant to the License Agreement.
- 2. Appropriate Venues.** Certified vendors shall sell merchandise bearing NCBW’S Marks only at approved Coalition public functions to which they have been invited, received permission from event planner or paid a fee to attend as a vendor. Approved Coalition functions include direct sales to individual *members* of NCBW at Leadership Retreats, Biennial Conferences, local chapter events or other approved activities.
- 3. Inappropriate Venues.** Sales from hotel rooms or other non-designated public space(s) during any approved NCBW function are strictly prohibited. A vendor’s License may be revoked if it is determined that the vendor has been or is selling from such sites.

4. License Non-Transferable. In no event shall any vendor sell, transfer or assign its/his/her vendor's License to any other individual, partnership(s), joint venture, for profit business corporation, non-profit organization, or any other entity, without written consent from the Coalition. Violation of this policy will lead to termination of the License and the authorizing License Agreement and other legal actions at the discretion of the Coalition.

5. Merchandise Approval Required. Vendors are authorized to sell only merchandise that NCBW has approved as listed on the application for certified vendor license. The Coalition reserves the right to withdraw the License and associated License Agreement of any vendor that violates the License Agreement or NCBW's policies and procedures.

6. Quality of Merchandise. All paraphernalia and merchandise bearing NCBW's Marks shall be of good quality and shall be presented in good taste and in the highest professional standards. Samples of all merchandise to be designed, sold, or marketed must be submitted to NCBW before any design, sale, or marketing of any such merchandise.

7. Non-Disparagement of Other Fraternal/Social Organizations. The Coalition will not allow at any NCBW event the sale or display of merchandise that disparages other fraternal or social organizations in any way, including the use of negative images, terms, phrases, or sayings on the merchandise.

8. Specifications for Using the Mark.

a. Use of NCBW's Name. No vendor shall use the name National Coalition of 100 Black Women, Inc. or any derivative or shorten version of it or any other NCBW Mark with sayings, phrases, or artistic renditions unless the vendor has obtained advance written approval from the National President or her designee, the Executive Director of NCBW. See attached [NCBW Graphic Standards included with this package](#).

b. Use of Founders'/National Presidents Past or Present Picture. No vendor shall use any pictures of the Founder/National Presidents Past or Present of NCBW on any merchandise or paraphernalia unless the vendor has obtained advance written approval from the National President or her designee, the Executive Director of NCBW. Although the following shall not constitute approval for use, vendors should note that the Founders'/National Presidents past or present pictures should be used only on official documents or posters and wall hangings approved by the sitting national president or her designee, the executive director. Their pictures shall never be used casually, such as on T-shirts or other clothing, tote bags, puzzles, screen savers, umbrellas, rugs, throws or afghans, and related types of items.

9. Only Direct In-Person Sales. Vendors shall not sell or market paraphernalia or merchandise bearing NCBW Marks through *catalogues, Internet, other mail order systems*, or other mechanisms that are available to the general public. Vendors are authorized to sell only to members and only at approved Coalition functions.

10. Display of License. The vendor shall display the Vendor's License at all times when selling paraphernalia and merchandise bearing NCBW's Marks.

11. No Degrading Use. No NCBW Marks, including any form of NCBW's name, or any of its other symbols or acronyms shall be used on alcohol or tobacco containers, on personal checks, in casket linings, or upon tombstones.

VENDOR CODE OF CONDUCT

As a vendor of the National Coalition of 100 Black Women, Incorporated you are expected to:

- maintain the highest standards of professional and personal conduct;
- supply the best quality materials and items for sale to Coalition members;
- refrain from any type of inappropriate or unwelcome solicitation during Coalition-Sponsored events;
- comply with rules and regulations established by the Coalition;
- comply with the terms of the License Agreement;
- verify that any manufacturer/vendor offering NCBW merchandise for sale is a certified vendor, as that term is defined in this document; and
- contact the Coalition's executive director , or her designee, if at anytime you have questions or need clarification on any matter related to being a vendor of merchandise bearing NCBW's Marks.