

TOP 100 BRANDS

Brand Partnership, Intellectual Property & Marketing Terms

Version 1.0

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Introduction

Welcome to the Top 100 Brands ecosystem.

At Top 100 Brands, we are committed to creating premium experiences, impactful partnerships, and global visibility opportunities that celebrate leadership, innovation, influence, and excellence across Black communities worldwide.

These Terms & Conditions have been created to ensure consistency, professionalism, brand integrity, and mutual respect across all collaborations connected to:

- The Top 100 Most Powerful Black Women Summit
- Associated campaigns, media projects, events, partnerships, and promotional activities

These guidelines apply to all stakeholders, including sponsors, speakers, contributors, media partners, collaborators, strategic partners, editorial contributors, ambassadors, and featured participants.

By participating in any Top 100 Brands initiative, all parties acknowledge and agree to comply with the following terms.

1. Brand Usage Guidelines

Approved partners, contributors, and stakeholders are welcome to promote their involvement in Top 100 Brands initiatives using approved assets provided by our team.

Approved assets may include:

- Logos
- Promotional graphics
- Speaker banners

- Partnership badges
- Event flyers
- Media kits
- Social media templates
- Approved marketing copy
- Official campaign hashtags

Brand Usage Requirements

All promotional materials must:

- Maintain the integrity of the Top 100 Brands identity
- Follow approved brand colours, typography, and visual direction
- Represent the brand professionally and accurately
- Use only approved logos and official assets supplied by the team

The following actions are strictly prohibited without written approval:

- Altering or distorting logos
- Changing brand colours
- Editing approved graphics beyond permitted customisation
- Creating unofficial partnership claims
- Misrepresenting sponsorship or affiliation status
- Using the brand in misleading, defamatory, discriminatory, political, or inappropriate contexts

Top 100 Brands reserves the right to request the removal or amendment of any content that does not align with brand standards.

2. Intellectual Property Rights

All intellectual property connected to Top 100 Brands remains the exclusive property of Top 100 Brands, Women In Digital Business, or the designated publishing entity unless otherwise stated in writing.

This includes but is not limited to:

- Logos
- Brand names
- Event concepts
- Marketing campaigns
- Educational frameworks
- Presentation materials

- Publications
- Website content
- Graphics
- Videos
- Event recordings
- Photography
- Audio content
- Promotional assets
- Digital resources
- Summit content
- Media productions
- Written copy
- Training materials

Participation in any Top 100 Brands initiative does not transfer ownership rights of any intellectual property.

Approved stakeholders are granted limited permission to use authorised materials solely for the promotion of the agreed collaboration, partnership, publication, or event.

Unauthorised reproduction, resale, redistribution, modification, or commercial use of Top 100 Brands' intellectual property is strictly prohibited.

3. Marketing Approval Process

To maintain consistency and protect the integrity of the brand, all newly created promotional materials referencing Top 100 Brands initiatives must receive approval prior to public release.

This includes:

- Social media graphics
- Paid advertisements
- Email campaigns
- Press releases
- Flyers
- Landing pages
- Printed materials
- Video promotions
- Co-branded marketing assets
- Media announcements
- Partnership promotions

Materials requiring approval should be submitted to the designated Top 100 Brands team contact before publication.

Please allow between 2–5 business days for review and feedback.

Approval may include:

- Full approval
- Approval with amendments
- Request for revisions
- Rejection if materials do not align with brand standards

No material should be publicly distributed until written approval has been received.

4. Social Media & Promotional Conduct

All partners and stakeholders are expected to represent the Top 100 Brands ecosystem professionally across all communication platforms.

Stakeholders must not:

- Publish misleading information
- Make false claims regarding affiliation or sponsorship level
- Use offensive, discriminatory, or harmful language associated with the brand
- Engage in conduct that may damage the reputation of the organisation or its community

All promotional messaging should align with the values of:

- Leadership
- Empowerment
- Inclusion
- Excellence
- Visibility
- Professionalism
- Community impact

Top 100 Brands reserves the right to withdraw promotional association from individuals or organisations whose actions conflict with these values.

5. Publication, Media & Content Rights

By participating in any Top 100 Brands initiative, contributors grant permission for approved content connected to their participation to be used for:

- Event promotion
- Social media marketing
- Press and publicity
- Educational content
- Summit replays
- On-demand platforms
- Publications
- Podcasts
- Interviews
- Highlight reels
- Future promotional campaigns
- For archive and documentation purposes

This may include:

- Photographs
- Video footage
- Audio recordings
- Quotes
- Presentation clips
- Speaker sessions
- Interviews
- Promotional content

Where applicable, contributors retain ownership of their original independently created materials unless otherwise agreed in writing.

6. Stakeholder Participation

These Terms & Conditions apply to all individuals and organisations participating in or contributing to:

- The Fast Blackness Speed Guide publication
- The Top 100 Most Powerful Black Women Summit
- Top 100 Brands campaigns
- Women In Digital Business events and projects

- Associated promotional and media activities

This includes but is not limited to:

- Sponsors
 - Featured speakers
 - Keynote speakers
 - Contributors
 - Editorial collaborators
 - Media partners
 - Strategic partners
 - Affiliates
 - Ambassadors
 - Featured individuals
 - Vendors
 - Production collaborators
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7. Confidentiality

Any confidential information shared during partnership discussions or collaboration activities must remain private unless written permission has been granted.

Confidential information may include:

- Internal pricing
- Marketing strategies
- Launch timelines
- Campaign structures
- Business operations
- Partnership negotiations
- Private documentation
- Financial arrangements

Stakeholders agree not to publicly disclose confidential information without prior written consent.

8. Termination of Partnership

Top 100 Brands reserves the right to terminate or suspend partnerships, participation, or promotional association at any time where:

- Brand misuse occurs
- Reputational harm occurs
- Guidelines are repeatedly ignored
- False representation occurs
- Misconduct impacts the integrity of the organisation or community

Upon termination, all stakeholders must immediately cease use of all Top 100 Brands intellectual property and promotional materials unless otherwise agreed.

9. Limitation of Liability

Top 100 Brands, Women In Digital Business, and affiliated entities shall not be held liable for:

- Indirect losses
- Business interruption
- Third-party claims
- Technical issues
- Marketing performance outcomes
- Promotional delays outside reasonable control

All participation is undertaken voluntarily and professionally between parties.

10. Acceptance of Terms

By participating in any Top 100 Brands initiative, partnership, publication, summit, campaign, or promotional activity, all parties acknowledge that they have read, understood, and agreed to abide by these Terms & Conditions.

Contact Information

Top 100 Brand

For approvals, partnership communication, or brand-related enquiries, please contact the official Top 100 Brands team directly through authorised communication channels.
