

Applicant First Name:

Co-Applicant First Name (If Applicable):

Applicant Last Name:

Co-Applicant Last Name (If Applicable):

Date Of Birth:

Date Of Birth:

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Company Name:

Website:

Address:

Email:

Phone Number:

Are you currently active on social media? Please check all that apply:

- Instagram    Pinterest    Facebook    Twitter    Snapchat    LinkedIn
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**PLEASE CHECK THE APPROPRIATE CATEGORY FOR YOUR DESIGNS:**

- Women's Apparel    Shoes    Kids' Apparel  
 Women's Accessories    Men's Apparel
- 

(Continued on next page)

**PLEASE ANSWER THE FOLLOWING QUESTIONS:**

How do your designs deliver Modern. Southern. Style?

Do you have production capability to fulfill an approximately 1500 unit purchase order?

If so, what is your lead time for production?

Do you need financial assistance from Belk for materials and production?

What is the range of suggested retail price on your items?

Is your line sized alpha (S, M, L) or numeric?

Are your designs exclusive for Belk?

Do you own your prints, patterns, and artwork?

Do you have a brand name and logo?

What other designers or labels would be comparable brands for you in a Belk store?

**APPLICANT SIGNATURE**

**CO-APPLICANT SIGNATURE**

DATE:

Winner must be 18 years or older. By submission of your entry to Belk, you agree that Belk may use your name, photo, product images and company logo in all media. Belk reserves the right to terminate its business relationship with a winner in the event the winner engages in unprofessional or illegal conduct in the sole discretion of Belk. Employees of Belk Inc., and affiliate companies, as well as the immediate family (spouse, parents, siblings and children), domestic partners, other household members of each such employee, and previous winners are not eligible.



## 2019 SOUTHERN DESIGNER SHOWCASE – NEXT STEPS

### IF CHOSEN AS A FINALIST:

- You will be invited to present your product to a panel of judges on Thursday, June 21, 2018 at Belk's corporate office located at 2801 W. Tyvola Road, Charlotte, NC 28217.
- Travel accommodations will be the responsibility of each finalist.
- Each finalist should prepare a 10-minute presentation. You will be given a total of 15 minutes to allow time for judge's questions.
- Audio/video presentations and live models will not be allowed.
- You are not limited in the number of items you can present within your 10-minute presentation but you are encouraged to keep your assortment focused and appropriate for Spring 2019.
- Your presentation space will be approximately 10'x12' and will contain a 42" round table, a hanging grid, one mannequin or kid's form, and a t-stand.
- For finalist presenting jewelry, we can provide displays if needed but recommend bringing your own if available.
- For finalist presenting shoes, we will provide assorted risers. For handbags, we will provide risers and table top hanging stand.
- You may bring tabletop signs, posters, banners, and easels.
- You may bring brochures, line sheets, or other handouts. There will be approximately 12 judges.
- You will be given an arrival time which will be approximately 1 hour before your presentation. Arrival times will begin at 8am and end at approximately 2pm.
- You will have approximately 20-30 minutes to setup once you enter the presentation space.
- You will be assigned a showcase assistant who will greet you upon arrival, assist with your presentation setup, and guide you through the day.
- A photographer and videographer will be on site to record the day's events.
- You will have an on-camera interview following your presentation. Interview questions will be provided approximately 2 weeks prior to presentation day.
- Winners will be announced in Charlotte (venue TBD) during a celebration event June 21, 2018, 5:30-7PM.

### IF CHOSEN AS A WINNER:

- You will be required to sign the Southern Designer Showcase agreement included with this entry form.
- You will begin a series of 3-4 meetings with your buyer beginning in July 2018 at the Belk corporate office.
- All travel expenses for buyer meetings and other Belk related events will be paid by Belk.
- Meetings will be scheduled based on a mutually agreed upon date and time between winners and Belk.
- During one of the scheduled buyer meetings you will also meet with members of the supply chain and data governance teams to understand what it means to be a Belk vendor. These meetings will walk you through the process of creating a purchase order, ticketing your merchandise, packing and shipping, as well as providing information for Belk.com.
- You will be required to make 1-2 in-store personal appearances in March 2019 to promote your product. Store locations will be selected by Belk.



### SOUTHERN DESIGNER SHOWCASE AGREEMENT

I, \_\_\_\_\_, understand that I have been selected as a winner (“Designer”) of the Belk Southern Designer Showcase. I agree to produce a Spring 2019 merchandise collection as mutually agreed upon for one delivery in the month of February 2019 (the “Spring 2019 Collection”). I hereby give Belk, Inc. (hereinafter “Belk”), the right and permission to use my name, image, product, and company logo through photography and videography in which I may be included in for the term of this Agreement.

1. **Travel:** I understand my transportation, housing, and food for merchant meetings and events during the term of this Agreement will be provided by Belk in accordance to the Travel Policy in Exhibit A. I agree to comply with the Travel Policy.
2. **Belk Logo and Brand:** Designer cannot utilize the Belk logo or formal Belk branding without the prior written approval of Belk, which may be withheld by Belk in Belk’s sole discretion.
3. **Promotional, Marketing, and Public Relations:** Designer cannot engage in any promotional, marketing, and/or public relations activity regarding the Spring 2019 Collection without the prior written approval of Belk, which may be withheld by Belk in Belk’s sole discretion.
4. **Social Media/Digital:** Designer agrees to a minimum of one post per week per platform in which Designer is currently active (Facebook, Twitter, Instagram, Pinterest and/or Snapchat) regarding the Spring 2019 Collection. Designer agrees to a minimum of three posts per week surrounding Belk merchant meetings and Belk designated events. All posts by Designer regarding the Spring 2019 Collection, Belk merchant meetings and Belk designated events shall be made on Belk’s social media page as well as Designer’s social media page. Designer must note “#BelkStyle” on all active platforms in connection with the Spring 2019 Collection.
5. **Moral Turpitude:** Designer agrees to employ the highest moral and ethical standards during the fulfillment of its obligations hereunder and in the projection of Designer’s public image and reputation throughout the U.S. and worldwide. Notwithstanding anything to the contrary contained herein, in the event that: a) Designer is indicted, convicted of or pleads nolo contendere with respect to any felony or any lesser crime or offense having as its predicate elements of fraud or dishonesty; b) Designer public image is negatively impacted by alcohol or illegal or illicit drug use, including but not limited to the use of any substance(s) expressly prohibited by law; c) Designer shall make untruthful statements about any member of Belk or Belk’s products, which in the sole opinion of Belk would disparage Belk or Belk’s brands, or would cause public disrepute to Belk; d) Designer violates widely held public moral beliefs or decency; e) Designer endorses or promotes any weapons or tobacco products, and/or f) Designer’s public image is negatively impacted by the publicity of sexually explicit materials, then Belk, notwithstanding anything to the contract contained herein, shall have the right upon written notice to Designer, to immediately terminate this Agreement. Belk’s discretion on all matters arising under this Paragraph 6 shall be conclusive. Notwithstanding anything to the contrary, the parties agree that any publicly known incident arising prior to the date of this Agreement shall not give rise to any termination hereunder.
6. **Confidentiality:** It is understood and acknowledged the Designer may have access to and become knowledgeable regarding proprietary and confidential information and/or materials disclosed by Belk and



Designer in the performance of Services (collectively “Confidential Information”). Such Confidential Information is valuable assets of Belk and any misappropriation or disclosure of Confidential Information may result in considerable damage to Belk. Therefore Designer agrees not to disclose any confidential information without the prior written approval of Belk, which may be withheld in Belk’s sole discretion.

7. **Relationship of Parties:** Designer is an independent contractor and the relationship between Designer and Belk will not constitute a partnership, joint venture, or agency. Neither Party will have any authority to bind or commit the other to any matter whatsoever.
8. **Governing Law:** This Agreement shall be construed in accordance with the laws of the State of North Carolina (without regard to conflicts of laws principles). Each party hereby submits to the exclusive jurisdiction of the courts of such state, and waives any objection to venue with respect to actions brought in such courts.
9. **Intellectual Property:** Designer represents and warrants to Belk that it will own all right, title and interest in and to the Spring 2019 Collection. Designer shall be responsible for any intellectual property infringement claims made against either the Designer and/or Belk as a result of the Designer’s designs or logos which are created by the Designer. If a claim of intellectual property infringement is made against Belk, then the Designer shall defend and indemnify Belk from any such claim or lawsuit.
10. **Term:** The term of this Agreement shall commence on June 21, 2018 and shall terminate on June 30, 2019, subject to the right of termination by Belk.
11. **Rights of Cancellation:**
  - 11.1 Cancellation Generally – Neither party shall have the right to cancel its obligations under the Agreement except as otherwise provided herein.
  - 11.2 Force Majeure – Should events or conditions beyond the control of the Designer or Belk, such as acts of God, war, serious illness of the Designer, curtailment or interruption of transportation of facilities, threats or acts of terrorism or similar acts, civil disturbance, or any other emergency beyond the parties’ control, make it inadvisable, illegal or impossible for either party to perform their obligations under the Agreement as they relate to the Services, such party may cancel the Agreement without liability upon written notice to the other party. Designer shall thereafter have no obligation to the Belk, and Belk shall not be required to pay Designer, as it relates to that specific service or element of the overall agreement.
  - 11.3 Force Majeure Dispute – If Designer or Belk do not agree that a Force Majeure condition exists as defined in 11.2, then the applicable local, state and/or federal civil authority’s opinion shall be binding, which shall be in accordance with the laws of the State of North Carolina.

[signatures on following page]



Belk, Inc.

Designer

X \_\_\_\_\_

X \_\_\_\_\_

By: Andy Izquierdo  
VP Communications and Community Relations

*(Company Name)*  
*(Designer Name)*

Date: \_\_\_\_\_

Date: \_\_\_\_\_



Exhibit A

Travel Policy

All travel reservations must be made by Belk. Belk is not responsible for travel for any individual other than Designer.

Use of a personal vehicle to and from merchant meetings and events may be required. Personal car mileage payment rates are established by Belk using governmental guidelines and are subject to change based on economic conditions. For those who travel in their own personal vehicles for business purposes, mileage is paid at \$0.45/mile.

Payment for meals is based on maximum daily meal allowance of \$55 supported by receipts. The program is not per diem based; it is based on actual expenditures incurred and supported by receipts. Receipts are required for all meal expenses. The receipt must be the full receipt and denote the amount of sales tax that was paid.

Tips should not exceed 15% of the cost of the total expense or service and should be clearly identified on the receipt.

If a receipt is lost, the traveler should make every effort to get a replacement. In the event a replacement is not available, traveler will submit a missing receipt form provided by Belk.