



PARTNER EXPECTATIONS

REVISED: November 2023



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1. INTRODUCTION AND MISSION

The Mission of the Natural Diamond Council (NDC) is to advance the integrity of the modern diamond jewelry industry and inspire, educate, and protect consumers. This document is designed to support a heightened desire for natural diamonds reflected in growth in diamond jewelry sales. These expectations and recommendations ensure all Official Partners maintain consistently high standards to reflect the position and quality of both the Natural Diamond Council and the Official Partner Program.

If a partner has additional questions or wants to propose an alternative implementation plan, please contact the NDC Retail Team.

COMMUNICATION SUPPORT

Please reach out to the appropriate support team below for inquiries pertaining to the following:

◇ **NDC Retail Team:** Partnership and media commitment inquiries:

- Gabrielle@naturaldiamonds.com, Grace@naturaldiamonds.com

◇ **Official Partner Support Team:** Technical inquiries regarding media plans, creative requests, platform submissions, final artwork delivery / specs:

- Partnersupport@naturaldiamonds.com

◇ **Education Support Team:**

- Grace@naturaldiamonds.com

2. FUNDAMENTAL PRINCIPLES

As a reminder, in being an Official Partner of the NDC and to be eligible for advertising, your business agrees to uphold the following:

- ◇ Share and demonstrate the philosophy to inspire and educate consumers through promotion of the core emotional and ethical values of natural diamonds.
- ◇ Exhibit a focus to communicate on the Sustainability and Social Responsibility practices and progress of the natural diamond sector.
- ◇ Invests regularly in the education and training of sales professionals, equipping them with tools and skills to enhance the consumer experience in selling natural diamond jewelry.
- ◇ When relevant, protect the trust and integrity of the industry by ensuring legal and proper disclosure of laboratory grown/ synthetic diamonds both in-store and online; demonstrably adhering to FTC Guidelines for advertising diamond jewelry.



- ◇ All assets must be used according to any licensing limitations specified. Legal liability for the wrongful use of assets provided by the NDC falls on the retail partner.

3. OFFICIAL PARTNER EXPECTATIONS

The Retail Partner expectations are based on three tiered approaches: 30, 60, and 90 days. Official Partners must adhere to these expectations within the following timeline:

◇ 3A: 30 DAYS COMPLETION OF ONBOARDING PROCESS & PAPERWORK

- Retail Partner to read, sign, and return **Official Partner Expectations** to NDC Retail Team to signify the understanding and agreement of all expectations within the first 30, 60, and 90 days of onboarding.
- Retail Partner to read, sign, and return **Partner Guidelines** to NDC Retail Team to signify the understanding and agreement of all fundamentals outlined in the guidelines.
- Retail Partner to complete **PandaDoc** with *all* requested information to streamline communication and ensure reimbursements are processed efficiently.
- Retail Partner principles/marketing team to complete **on-boarding call** with the Partner Support team to walk through standard processes and procedures of Official Partner Platform.
 - To notify NDC Retail Team/Partner Support Team of *all* users who will need access to Official Partner Platform to submit media plans and creative requests. If you work with a marketing/advertising agency and would like to extend credentials to the platform to make submissions on your behalf, please provide the names, emails, and titles in a written request via email to Gabrielle@naturaldiamonds.com and Grace@naturaldiamonds.com.

◇ 3B: 60 DAYS COMPLETION OF WEBSITE INTEGRATION

- Retail Partner to implement **iFrame** of choice (Main Campaign, Celebration, Thank You, By The Way, or Diamond Facts) on retailer website with corresponding banner placement in carousel on homepage. Use this tool to customize a co-branded iFrame which includes your available jewelry product, Only Natural Diamond's campaign creative, and educational content on natural diamonds.



◇ 3C: 90 DAYS COMPLETION OF PLATFORM SUBMISSIONS & IN-STORE EXECUTIONS

- Retail Partners are expected to **submit media plans** for approval in advance of media being placed in market within 90 days of on-boarding. Advertising media plans or advertising requests that are not submitted for approval may not be credited.
 - Advertising media plans must respect the agreed allocated budget and contain the necessary information included on the sample media plan template shown in the Official Partner Platform. This includes specs, vehicle active dates, formats, positioning, costs, etc. The NDC will not fund media above the partner contribution unless approved via written notice.
- Education Onboarding Process
 - As a valued partner of the NDC Official Partner Program, retail partners are granted complimentary access to the NDC Education Program. Retail partners will be sent a unique URL with access to our Education Platform in their onboarding kit. This link should be shared with all jewelry professionals who will need access to the NDC Education Program. This link is unique and should not be shared outside of your organization. The link should be used to onboard all current jewelry professionals and can be used for future hires. If there are jewelry professionals that should no longer have access to the platform, please email the names / email addresses to the NDC Retail Team. If/when requested, NDC Retail Team will share LMS reporting for Retail Partner to assess jewelry professional completion of education program. Retailers and jewelry professionals can log into the platform via naturaldiamonds.com/current-retail-partners/
 - Retail Partner jewelry professionals to complete first (3) interactive education episodes prior to in-store presentations from NDC resident diamond education specialist.
- Retail Partner to integrate/merchandise **NDC Welcome Kit** into in-store Environment (Crystalline Fixture, Assouline Book, Thank You, By The Way Collateral, etc.)



4. OFFICIAL PARTNER RECOMMENDATIONS

As a partner of the Natural Diamond Council's exclusive Official Partner Program, Retail Partners have access to advertising opportunities, turn-key digital content solutions, and educational resources. To create a robust, 360-degree experience and enhance touch points along the consumer journey, the NDC recommends implementing the following resources available on the Official Partner Platform:

◇ WEBSITE RECOMMENDATIONS

- The NDC provides **logos and boiler plates** which are available for immediate use on the Official Partner Platform under the *education* tab within the "NDC & OND Branding Materials" section. The NDC recommends featuring the NDC logo and boiler plate on the Retail Partners website within an "About Us" or "Education" page to highlight partnership and further educate the consumer on the mission and fundamental principles of the NDC.
- If you have iPads in your stores, the NDC recommends bookmarking naturaldiamonds.com on your browser for daily insights and inspiration for your jewelry professionals.

◇ SOCIAL RECOMMENDATIONS

- The NDC recommends adding a "Natural Diamond Council" highlight on Instagram to add an additional touch-point to communicate partnership and highlight NDC focused content (lifestyle and education assets, hosted NDC events, features/links on naturaldiamonds.com, etc.).
- The NDC produces pre-formatted, non-campaign lifestyle and education assets that Retail Partners have immediate access to on the Official Partner Platform listed under the Social Media tab. The NDC recommends utilizing these assets on your social channels to inspire and educate the consumer on the world of natural diamonds. The assets feature a variety of content ranging from sustainability content, natural diamond facts, trend galleries, lifestyle shots, etc.
- The NDC will send an invitation to join our "NDC Official Partners" community group on Instagram for Only Natural Diamonds content and updates.
- The NDC encourages all Retail Partner jewelry professionals to follow us on social @OnlyNaturalDiamonds: Facebook, Instagram, X, YouTube & @NaturalDiamondCouncil: LinkedIn.