

Le Dîner en Noir® — **WORLDWIDE** —

Welcome to #DEN Brand Ambassador Program!

We are thrilled to introduce you to the Dîner en Noir Brand Ambassador Program – a dynamic opportunity for individuals and businesses to partner with us and share in the success of our organization. This program is designed to reward you for driving sales of memberships & event registrations to Dîner en Noir while providing you with the tools and support needed to thrive in their role as #DEN Brand Ambassador.

What is a Brand Ambassador?

A brand ambassador is a person who partners with a company or organization to promote the firm's brand, educate about the company and its products, and increase brand awareness. In terms of look, behavior, values, and ethics, the brand ambassador is expected to understand the business and embody the business' identity. The capacity of brand ambassadors to deploy promotional methods to build the customer-product-service relationship and inspire a big audience to understand and want to buy a product is a critical component.

We're excited that you're interested in becoming a DINER EN NOIR (#DEN) Brand Partner! Many members and loyalists have asked us how to become a brand ambassador. Each brand is different and sets different requirements for brand advocates, influencers, content creators, and collaborators. Here is our brand ambassador meaning and some of the features #DEN partners share.

Brand Ambassador Compensation Structure

At Dîner en Noir we believe in fostering a mutually beneficial relationship with our valued ambassadors. Our compensation structure is designed to recognize and reward your efforts as you drive traffic, leads, and sales to our brand. Below is an outline of our brand ambassador compensation structure:

1. Percentage of Sales:

- Ambassadors will earn an initial 15% commission based on a percentage of the total sales generated through their unique Coupon Code.

2. Volume-Based Tiers:

- Ambassadors will earn higher commissions as they reach the following predefined sales volume thresholds:
 - Ambassadors that achieve \$3,000 in sales for the month will unlock a 17% commission rate.
 - Ambassadors that achieve \$5,000 in sales for the month will unlock a 20% commission rate.

3. Bonuses for Top Performers:

- Ambassadors who meet the monthly sales objective benchmarks of \$3,000 for 3 consecutive months, qualify for a \$500.00 performance bonus or a Full-Service #DEN Event ticket for their Host City.

4. Exclusive Promotions:

- Ambassadors who meet monthly sales of \$5,000.00 for 3 consecutive months, qualify for the opportunity to promote with an exclusive discounts code to their audience, boosting conversion rates.

5. Referral Program:

- Ambassadors will earn additional commissions by referring new Ambassadors to the #DEN Ambassador Program.
 - Ambassadors will earn an additional 3% commission rate once their referrals achieve \$3,000 in sales for 3 consecutive months.
 - Ambassadors will earn an additional 5% commission rate in sales once their referral achieves \$5,000 in sales for 3 consecutive months.

Payment and Payouts:

1. Payment Frequency:

- Ambassadors will receive payments within 5 business day of completed transactions.

2. Minimum Payout Threshold:

- There is no minimum earnings threshold for Ambassadors to receive payouts. Payout will be processed in accordance with Payment Frequency above in accordance to the Payout Option provided.

At Dîner en Noir Worldwide, we value the dedication and efforts of our Ambassadors. Our compensation structure is designed to provide you with competitive rewards and incentives as you contribute to the success of our brand.

If you have any questions or need further clarification on our compensation structure, please contact us via our Customer Service Chat or at www.dinerennoir.com/contact.

Thank you for being part of the #DEN Affiliate Marketing Program!

Dîner en Noir Worldwide
Brand Ambassador Program Marketing Team