

Donation and sponsorship policy



STEP 1: Learn about Berger’s sponsorship and donation policy (available on pages 1–4).

STEP 2: Fill out the request form and return it to us by post or email.

Berger at the heart of its communities

1. Our donation and sponsorship policy

Berger establishes sponsorships with organizations that have a positive impact in our communities. We are involved with projects that reflect the needs of our communities, the vitality of our company and the heritage of our family. We therefore prioritize partnerships that align with our values and the company’s vision.

2. Priorities

- **Education:** We support organizations, projects and events that educate youth about environmental protection and preservation, as well as those that encourage interest and foster talent in science and technology or agricultural and horticultural sciences. Donations may be made as scholarships. We encourage all actions that allow youth to show initiative and push their limits. Finally, we aim to support the schools in our communities so that they can provide a learning environment that allows each child to flourish.
- **Culture:** We participate in the organization and sharing of artistic and cultural events near us. In particular, we support the performing arts (music, theatre, etc.) and cultural awareness among youth.
- **Amateur sports:** We encourage athletic development by supporting sports teams, organizations and events that demonstrate the vitality of our communities.



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- **Community programming:** We support community projects and events whose community and family outreach aligns with our values.
- **Health and promotion of healthy lifestyles:** We support projects, events and organizations that encourage young people to adopt healthy lifestyles. We believe that it is extremely important to foster a culture of preventative health among our youth.
- **Environment:** We support projects, events and organizations that encourage the protection of wetlands and promote local, sustainable horticultural products.

3. Eligibility criteria

In addition to being part of one of the fields listed above, requests that meet the following criteria are more likely to be accepted:

✓ Sponsoring partnership

- Be located within 100 kilometres of the communities where Berger is established
- Provide exclusivity within the growing media sector
- Work with a targeted community such as families and youth
- Provide mutually beneficial visibility or business opportunities with specific, measurable effects
- Contribute to responsible, sustainable development within the community

✓ Donation request

- Be a non-profit organization or foundation (NPO) with a charter to that effect, and be recognized as a charity by the Canada Revenue Agency (CRA)
- Serve the communities where Berger is established, within a 100-kilometre radius
- Be able to prove the effectiveness of their financial management, administration and governance
- Have activities mostly based on volunteerism
- Not participate in activities that may harm Berger's image



4. Exclusions

Sponsorships and donations will not be granted to:

- Organizations with a concerning or uncertain financial situation
- Organizations or projects related to political, union or religious causes
- Lobbyist or advocacy groups
- Organizations that practise any type of discrimination
- Social or philanthropic clubs
- Motor sports (motocross, demolition derby, etc.)
- Organizations that support a single person or individual cause
- Travel or excursion projects
- Audio, video and online productions
- Organizations not registered with the CRA (for donations)

5. Request deadlines

All sponsorship requests for the current year must be submitted before October 31 of that year. All requests submitted after that date will be considered for the following year.

Requests for donations may be made at any time.

6. Request processing

Of the eligible requests, we will choose only those who meet the predetermined criteria listed in point 3. If those criteria are met, we will analyze the quality of the file to determine our response.

At any time during the process, Berger may request additional information that it deems necessary to complete the file and make its recommendations. Failure to cooperate may lead to the request being rejected.



7. Request processing times

For sponsorship requests and donations of under \$1,000, a written response will be provided within 2 weeks.

For sponsorship requests and donations of \$1,000 or more, a written response will be provided within 4 to 6 weeks.

8. Agreement negotiation

✓ Sponsoring partnership

- Once a sponsorship has been awarded, Berger's communications department will negotiate a contractual agreement with the managers of the project or organization in question. This agreement must be signed for all sponsorships that are equal to or greater than \$1,000.
- Berger's sponsorships will be awarded periodically. However, Berger reserves the right to negotiate long-term agreements, depending on their evaluation of the request.

✓ Donation request:

- Organizations may only receive one donation per year.
- The donation can be paid in one or several instalments.
- The donation may be provided in the form of goods or services, i.e. volunteering by Berger employees.
- Donations or philanthropic commitments are not renewed automatically. Each new request must be submitted for evaluation.

9. Follow-up

Each agreement will receive follow-up from Berger's communications department.

