

DONATIONS & SPONSORSHIPS

POLICY

July 28, 2025

Partner and visionary.

Berger is one of the world's largest producers of growing media and agricultural mixes. As an organization, our challenge is to generate an equally beneficial contribution to the elements around us. Commercial vivacity among our clients, well-being at work, vitality of our communities, we are an agent of movement.

Berger is involved in projects that are as stimulating as they are dynamic for the communities in which the organization is established.

SELECTION CRITERIA

All sponsorship and donation requests must meet these criteria to be considered:

- 1- Classify among one of the intervention niches;
- 2- Do not exhibit any of the characteristics listed as exclusions;
- 3- Be the only request made by the same person or organization during the calendar year;
- 4- In the case of a donation only, a charitable receipt must be issued.

Requests made by Berger employees will be prioritized.

INTERVENTION NICHES

The quality of life of future generations is at the heart of Berger's interests in its donation and sponsorship program. Initiatives aimed at families, youth and good lifestyle habits are thus prioritized through the projects proposed to us.

Food accessibility

Description: To contribute to food sovereignty efforts, Berger provides financial support to initiatives that focus on local market gardening, access to food services, or educational projects that raise awareness among young people and their families about the importance of sustainable agriculture and healthy eating habits.



Culture

Description: Berger supports organizations and projects whose mission is to promote and democratize access to culture, primarily targeting the performing arts and the cultural awakening of youth.

Community animation

Description: As a corporate citizen, Berger wishes to participate in the development and influence of the municipalities in which its sites are established. The prioritized initiatives demonstrate a concern to make the living environment attractive, dynamic and stimulating for its current and future residents.

Horticulture and agriculture

Description: Berger also supports projects and initiatives related to the protection of wetlands and the promotion of local horticultural production, with a view to sustainable development. Our support also focuses on developing interests and talents in science and technology or agricultural and horticultural sciences, as well as raising awareness among young people about environmental protection and preservation.

EXCLUSIONS

Sponsorships with the following characteristics will be considered as not meeting the minimum criteria determined by Berger and will therefore be automatically refused:

- Any request related to a political party or candidate, a pressure group or interest group, a religious group, a social club or organization that practices any form of discrimination.
- Any organization or event that goes against the mission and values conveyed by Berger or finds itself in a conflict of interest.
- Any request considered more business development than sponsorship, including but not limited to: the purchase of foursomes or tables in golf tournaments or other paraprofessional activities, support for charitable, mutual aid, networking, or professional or business representation organizations.

SELECTION & APPROVAL PROCESS

All sponsorship requests will be processed and evaluated according to the following process:

1. All sponsorship requests must be submitted via the sponsorship request form on the Berger website. Ref: <https://forms.office.com/r/nqqZ4ShDPT>
2. An acknowledgment of receipt is sent within 24 hours
3. Applications meeting the selection criteria will be analyzed according to the evaluation grid and on the basis of the following elements:
 - Requests from a Berger employee will be prioritized
 - The available budget
 - Balance of investments between each of the niches
4. Confirm Berger's participation and the amount awarded to the applicant by written response.
 - Expected turnaround times for one-time requests are less than 2 weeks, while requests for long-term partnerships or those valued over \$5,000 may take up to 4 weeks.



Any application rejected during the evaluation process will be subject to a written response to the applicant, informing them of Berger's decision.

Renewal: No one-off sponsorship is automatically renewed and must be subject to a complete new analysis