



## DONATION AND SPONSORSHIP

Rental Village wants to be engrained into the communities we serve. One way to do this is by coming alongside people / groups as a corporate sponsor to their event. It's our pleasure to partner with not-for-profit groups offering social services in the communities we do business, and groups who work to enhance the profile and awareness of our communities. We know all events are great, but we defer the opportunity to participate with specific sports teams or players, events that do not benefit the community in whole, or events that raise the profile of a specific organization / business (even if the event is community-focused).

This policy will articulate the preferred partnerships that Rental Village considers, and will describe the process we follow when considering opportunities.

### **Types of Donations:**

- a) **Monetary**
- b) **Merchandise from inventory**
- c) **In Kind (Equipment Rental)**

### **Screening Criteria:**

1. Sponsorship or donation funds are granted only to organizations that make formal application four weeks in advance.
2. Any organization may receive only one donation or sponsorship per year.
3. Donations and sponsorships are not renewed automatically; a new application must be submitted each year.

### **Application Procedure:**

1. Submit a request on the application form at least four weeks prior to event by
  - On-line submission
  - Print and fax completed form to manager of appropriate store
  - Mail form to manager of appropriate store
2. Local store manager will contact you by email or telephone regarding your request.
3. Local store manager will sign approved application.
4. Products donated / provided through in-kind sponsorship will be sold / reserved like any conventional transaction, and will list the sponsorship details in the comment section.

***Please note – all requests must be submitted on our application form.***

**Sponsorship Recognition:**

1. Receiving sponsor will give recognition to Rental Village consistent with the details on the approved application.
2. Use of Rental Village logo and slogan must be consistent with Rental Village's Corporate Identity guidelines and will be provided by Rental Village.
3. Will be subject to local legislation, regulation, bylaw or council resolution

**Sponsorship Limitations**

1. The approved Sponsorship Application & Agreement does not necessary imply Rental Village's endorsement of the products and/or services, therefore advertising or statements suggesting such must be approved by Rental Village prior to publishing.
2. The approved Sponsorship Application & Agreement does not assume any preferential treatment outside of the Sponsorship Agreement
3. Employee of Rental Village will not receive any product, service or asset for personal use or gain by the sponsored partner.