

Donation and Sponsorship Policy



1. Statement

This policy applies solely to Sollio Cooperative Group and does not involve its divisions. It is intended as a reference guide for donation and sponsorship applications and complements other company policies. The policy establishes the basis for evaluating applications according to Sollio Cooperative Group's core values and specific focus areas, in addition to a weighting for tangible and intangible criteria.

2. Objectives

2.1 Sponsorship

Sollio Cooperative Group partners with organizations, events and facilities whose geographical reach may be local, regional or national, and that contribute to achieving brand objectives by increasing Sollio Cooperative Group's visibility and network through measurable indicators and benefits. Sollio Cooperative Group aims to position itself as a benchmark for the Canadian retail sectors, the North American agricultural sector and the international agri-food sector.

2.2 Donation

Sollio Cooperative Group's goal is to support, carry out, coordinate and participate in fundraising campaigns and initiatives for charities that have a positive impact on communities.

3. Definitions

3.1 Sponsorship

A sum of money or service granted to a group or organization that meets the evaluation criteria, enabling a project or activity that promises suitable visibility and access to the business potential associated with that activity.

3.2 Donation

Financial, material or service-related assistance granted to a group or organization that meets the evaluation criteria, with no other promotional objective than to recognize Sollio Cooperative Group as a donor.

4. Investment priorities

Sollio Cooperative Group donations and sponsorships are centred around six investment priorities that not only reflect its mission and values, but also help achieve its objectives in terms of its brand awareness.

4.1 Sponsorships/Donations

- Agriculture and agri-food
- Cooperation
- Community
- Next generation
- Corporate responsibility (sustainable development and the environment)
- Economic development and networking

5. Evaluation

5.1 Screening

Values are assigned to performance indicators determined by Sollio Cooperative Group. Applications go through a screening process to determine if they meet the basic minimum requirements, namely:

- Compatibility with the six investment priorities identified by Sollio Cooperative Group
- Evaluation of the financial and geographical equilibrium of investments, checked between each focus area and reassessed annually
- Evaluation of the requested investment. Sollio Cooperative Group reserves the right to deny a sponsorship or donation application if it deems the investment unreasonable or if its budget is depleted.
- Compliance with processes. The applicant must have submitted a sponsorship or donation application clearly detailing the visibility and activation benefits for Sollio Cooperative Group to commandite.LCF@lacoop.coop. If the application has been approved, they will need to complete and sign a contractual agreement provided by Sollio Cooperative Group, which includes commitments by both parties and visibility clauses in the case of a sponsorship.

5.2 In-depth analysis

After an application has moved beyond the screening stage, it is reviewed according to tangible and intangible criteria, which are assigned values depending on their priority.

The applicant can then expect to receive a response within approximately eight (8) weeks.



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