



EXCELDOR
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COOPERATIVE

**Donation and Sponsorship
Policy**

2021.05.10

General purpose

To Exceldor Cooperative, sponsorships represent a communication channel just as advertising, promotion, and public relations. Sponsorships allow to maintain and increase awareness of the organization, thus promoting the cooperative and its products, activities and values in order to improve the public opinion about the company and its brands.

By the nature of its activities and commitment, Exceldor Cooperative supports the dynamism of its regions and is mindful of its contribution to the community in a perspective of economic and social development.

Within that framework, the cooperative developed the present policy which has for general purpose to provide guidance for awarding donations and sponsorships.

Guiding principles

Exceldor Cooperative's mission is to stand out, as a cooperative, through the excellence of our farmers, employees and poultry, for the benefit of our communities.

Its sponsorship policy lies on the following principles:

- Taking actions that support the achievement of business objectives;
- Significantly contributing to the economic vitality of the communities where Exceldor Cooperative is present (Quebec, Manitoba and Ontario);
- Being eager to maintain and increase brand outreach (corporate) and its reputation (positive perception—sympathy capital/favourable public opinion).

Scope of application

The following provisions apply to all requests submitted to the cooperative:

Money and/or product sponsorship: any partnership between Exceldor Cooperative and an organization, event or group for an exchange of products, visibility or business development opportunity;

Money and/or product donation: any partnership with an organization, event or group, and where lies a monetary or product donation from Exceldor Cooperative, with no consideration in return other than that of Exceldor Cooperative being recognized as a donor;

Participation to a fundraising activity: purchase of tickets for a philanthropic activity (e.g. meals, sporting or artistic events, conferences, etc.);

Generosity campaign: activity carried out by the cooperative among its employees to collect funds to the benefit of a charitable organization;

Fundraiser: non-profit organization that seeks the contribution of the cooperative's employees within its facilities and infrastructure;

Exclusions: representation expenses covered by the travel expense and reimbursement policy, expenses necessary to the cooperative's market and sales development, and any item displaying the logo of the company and/or one of its trademarks.

The present policy outlines the criteria for the analysis of requests, taking into account the mission of the cooperative and the achievement of its corporate objectives. Therefore, such covenants must be carried out on the territory covered by the cooperative, namely Quebec, Ontario, and Manitoba.

Objectives

- Award donations and sponsorships that contribute to the cooperative's business objectives in terms of reputation, revenues, outreach, as well as sustainable development—social, environmental, and economical;
- Support and promote the values of the cooperative, of the producers, of the agri-food sector, and of the communities in which Exceldor Cooperative does business;
- Facilitate the decision-making process so as to make relevant choices that maximize benefits of the actions taken by the cooperative in this area and clearly position its commitment to the community;
- Provide a framework that complies with principles of governance, transparency, rigour, and equity promoted within the cooperative, as well as the legal framework to which it is subject;
- Make known the eligibility criteria and management terms for donations and sponsorships from the cooperative and ensure uniform and consistent application.

Applicable rules and procedures

Selection criteria:

The initiative supported must meet one of the following objectives:

- Being part of an organization or an association in the agri-food industry;
- Promoting local poultry or the profession of poultry producer;
- Increasing Exceldor Cooperative's outreach and supporting the cooperative's values;
- Encouraging goodwill and giving back to the communities where Exceldor Cooperative is present;
- Supporting the younger generation of the agri-food industry in colleges and universities.

Awarding terms:

The applicant must demonstrate the visibility attributed to Exceldor Cooperative in exchange for the sponsorship and offer the same value as the solicited amount;

To have enough time to analyze requests and plan for a potential sponsorship and donations applications shall be received at least **six (6) weeks** prior to the activity/event;

Applicants must use the form provided to this intent on the cooperative's website and meet the eligibility criteria;

Only one request per applicant per year will be considered.

Exclusions

The following applicants, projects or organizations will be considered inadmissible:

- Does not meet the requirements of the present policy;
- Supports one person only;
- Is related to activist or political groups, lobby groups or social clubs;
- Is in a concerning financial situation;
- Any organization or event that is conflicting with the mission and values conveyed by Exceldor or is in conflict of interest.

Management of requests

All requests must be submitted in writing to Exceldor Cooperative, by the means of the form available on the website.

At any time during the analysis of the application, the cooperative may ask for more information deemed necessary to make a decision.

Requests are analyzed on a yearly basis. They cannot be automatically renewed unless being subject to an agreement that provides for a longer term.

The cooperative may request an organization or group that has benefited from its philanthropic activities to report on use and impacts.

Application responsibility

Authorizations

Sponsorship management, participation to fundraising activities, generosity campaigns and fundraisers are under the responsibility of the Communication and Marketing Director, whom has the authority to approve or deny requests.

Derogation

Any derogation to the present policy shall be approved by the President and CEO of the cooperative.

Provisions and transitional measures

Certain partnerships already established or which have been in existence for many years will be informed of the present policy and if they do not meet the selection criteria, they shall no longer be part of the partners that Exceldor Cooperative supports. Agreements will be concluded on a case-by-case basis not to leave any organization in an unfavourable position.

Date effective

May 2021