

# COGECO POLICY FOR GRANTING DONATIONS AND SPONSORSHIPS

Subject: Policy for Granting Donations and Sponsorships	Sector: Public Affairs and Communications
	Number: 1.0
	Date: November 1, 2017

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Prepared by: Public Affairs and Communications	Approved by: President and Chief Executive Officer, Cogeco Inc.
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## 1. General Framework

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As a socially responsible corporate citizen, Cogeco Inc. (“Cogeco”) (includes Cogeco Communications Inc. and its subsidiaries) supports the cultural, social and economic life of the communities in which it operates through donations and sponsorships.

“Powerful connections for our customers. Genuine connections with our customers.”

Day after day, Cogeco strives to live this mission by applying five core values – respect, trust, team work, innovation, and commitment to customer service.

Cogeco aims to do more than offer great products while providing outstanding customer service. It does so by supporting a wide variety of organizations in the communities it serves that address social causes and helps them carry out projects that are important to them and that reflect Cogeco’s corporate values.

Whenever possible, and in accordance with our policies Cogeco strives to provide assistance to individuals and organizations that submit a request. This Policy for Granting Donations and Sponsorships serves as an overview and guide through the review and approval process for requests received, based on Cogeco’s mission and values.

### 1.1. Definitions

#### Donation

A donation is recognized as a voluntary transfer of property to a registered charity or other non-profit organization that supports the improvement in the quality of life of its beneficiaries.

Charitable donations are not made for commercial, name recognition or brand purposes and should not be in exchange for any product or service.

Charitable donations may be made either in money or in kind. In ‘kind’ may include time, personal or company expertise, advice or other company resources.

#### Sponsorship

A sponsorship is generally recognised as a contribution in cash and/or in kind to an event or activity in exchange for the intangible exploitable potential rights and benefits associated with an event or organisation, which results in tangible benefits (increased awareness of brand, communication of key messages, or sales) for the sponsor, which may exceed the amount invested.

Sponsorship does not include:

- **Donations** which are defined as free money with no benefits required;
- **Grants** which are defined as a sum of money provided or received by the organisation to an organisation for a specific purpose;
- **Memberships** in Chambers of Commerce and associations;
- **Trade Shows.**

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## 1.2. Funding areas

Cogeco's donations and sponsorships program focuses on four funding areas:

1. Culture
2. Education
3. Health
4. Wellbeing

## 1.3. Program Management

The donations and sponsorships program at Cogeco falls under the responsibility of the Senior Vice President, Public Affairs and Communications, in collaboration with the Director, Corporate Communications.

## 1.4. Budget

Globally, Cogeco allocates 1% of its previous fiscal year's consolidated operating income, before taxes, to donations and sponsorships. The budget is established annually and approved by the President and Chief Executive Officer of Cogeco Inc. The proportion allocated between donations and sponsorships and the relative weight corresponding to each operational unit is determined at the discretion of Cogeco and may change from year to year.

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## 2. Donations and Sponsorships

### 2.1. Commitment

Every year, Cogeco supports people and events, as a partner to the communities it serves. A committed business with roots in many local communities, Cogeco seeks to support events, activities and organizations that are dedicated to the sustainable wellbeing of their communities.

In particular, the donation program is intended to complement Cogeco's [Corporate Social Responsibility Policy](#) and its commitment to building partnerships in the communities in which the company operates.

### 2.2. Criteria for donations and sponsorships

To be considered for a donation or sponsorship, an organization must meet the following criteria:

- Is a well-known, fiscally responsible, respected organization that provides valued services to Cogeco's communities. Organizations operating in one of Cogeco's funding areas will be given preference.
- Is apolitical and non-sectarian and meets all legal and regulatory requirements, including [Cogeco's Code of Ethics](#), and human rights, health and safety, and environmental codes.
- Is well aligned with Cogeco's business and values of respect, trust, team work, innovation, and commitment to customer service.
- In the case of sponsorships, shall provide the level of recognition and visibility that adequately reflects the level of Cogeco's commitment. This may apply for certain donations.

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- In cases where Cogeco is committed to a major contribution with a specific organization over many years, our policy is to honour this commitment and to refuse all additional requests from the same organization, for the length of the commitment.

To be considered for a donation, an organization must meet the above criteria as well as the following:

- The organization must have a valid charitable organization number and issue a tax receipt for Cogeco's contribution.

## 2.3. Exclusions

- Commercial, political and religious individuals, groups or institutions;
- Requests to sponsor an individual (stipends, sporting events, scholarships, personal assistance and other);
- Feasibility studies;
- Personal travels and excursions.

## 2.4. Long term agreements

Should an organization already be engaged in a long term donation or sponsorship agreement with Cogeco, generally speaking the organization would not benefit from additional contributions (which are not part of the original agreement).

However, should a special circumstance lead to an additional contribution being made, this additional amount would be subtracted from the current year's allotment of the agreement.

## 3. Process for managing donation and sponsorship requests

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There are 4 steps in processing requests for a donation or sponsorship:

1. Submission of request;
2. Request review and decision;
3. Reply to applicant;
4. Follow up.

### 3.1. Submission of the request for a donation or sponsorship

Organizations that meet the criteria outlined in this policy must submit a request for sponsorship or donation in writing via mail, [email](#) or by completing our [online form](#). No request will be accepted by phone.

The request must include:

- The full contact information of the organization, including the main contact person for the sponsorship (name, address and telephone number);
- The beneficiary of the support (if any);
- The amount requested (sums of money or products);
- The name of the organization the cheque should be written to, should the request be accepted;
- If applicable, the organization's charity number must be included.

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If the request is related to an event, in addition to the information above, please also include the following:

- The event name and date;
- The number of people the event will reach;
- The number of participants expected to attend the event;
- The targeted audience;
- The visibility activities.

### 3.2. Request review and decision

A minimum of 30 days is required to review requests. Sponsorship and donation requests are assessed on a monthly basis.

Cogeco cannot guarantee that it will sponsor or make a donation to all qualifying organizations submitting a request and reserves the right to approve sponsorships/donations at its full discretion. Furthermore, Cogeco does not guarantee the renewal of a commitment. Therefore, donations and sponsorships are not automatically renewed. A new review is required when a request for renewal is made.

At any time during the review process, Cogeco may ask for additional information it deems necessary to complete the request and make its approval.

### 3.3. Reply to applicants

Due to the high volume of requests, only those applicants whose request is approved will be contacted. They will receive a written reply within a reasonable time (approximately four to six weeks).

### 3.4. Follow-up

Organizations which receive a sponsorship and/or donation from Cogeco will be required to provide information and data outlining the success of the event, in terms of the visibility it provided to Cogeco.

## 4. Communication of and updates to the Policy

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The Policy for Granting Donations and Sponsorships is available on Cogeco's corporate websites.

The Policy will be reviewed on a periodic basis to ensure it remains current and relevant and minor updates may be made without official notice.

## 5. Related policies

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The Policy for Granting Donations and Sponsorships is aligned with the following corporate policies:

- Corporate Social Responsibility Policy
- Cogeco Code of Ethics