



2299, Boulevard du Versant Nord
Suite 125, Québec, Québec
T 418 683 1495

Policy - Sponsorships

Surmesur receives a large number and variety of sponsorship proposals. Because our budget is limited, we have to make some difficult decisions. Our policy is to study each sponsorship request on a case-by-case basis, with preference given to those that meet the following criteria:

TARGETED EVENTS AND CLIENTELE

We prioritize causes, events and student organizations related to the fields of business and entrepreneurship, as well as organizations that have a direct impact on our male clientele.

GENERAL CRITERIA

- The sponsorship must be in the form of goods or services;
- The number of participants as well the level of media exposure must be sufficient to justify the participation of Surmesur;
- The sponsorship must benefit the largest number of people possible (for example, donations must not serve as gifts to event organizers, but rather to the participants of the event).

To give an opportunity to the largest number and variety of organizations possible, recurrent requests that benefit the same activity year after year could be refused. Requests that are received less than three (3) before the event in question will be refused.

ADMINISTRATIVE PROCEDURES

To be considered, all requests must be submitted in writing and sent by email to ommunications@surmesur.com, with the following information clearly indicated:

- Your name and mission
- Description of the project or activity
- Date of the activity, if necessary
- Targeted clientele
- Geographic area affected
- Objectives and anticipated results and benefits
- Type of sponsorship requested
- Visibility offered to Surmesur

For each sponsorship request that is accepted, Surmesur reserves the right to require documented proof of the visibility and benefits accorded as part of the sponsorship

agreement. The organization making the request for sponsorship commits to associating the image of Surmesur in the manner agreed to and according to the norms of the enterprise.

Surmesur reserves the right to approve, ahead of time, any and all use of logos, visuals and all other information to be diffused in written and electronic media, on websites, in written documents or in any other tool or format not mentioned in the initial request.

NOTES

- All donations are made in the form of merchandise, gift cards or discount coupons.
- The fact that an organization or event meets all the aforementioned criteria does not guarantee a favourable response on the part of Surmesur. Surmesur reserves the right to refuse any request without having to justify its decision.
- Surmesur reserves the right to take the time it deems necessary and reasonable to study any request it receives.