



Guidelines for awarding sponsorship funds from VARD

VARD wants activity and involvement in the local communities where we operate. We know that a significant amount of effort is put into voluntary work aimed at children and young people in our community. We want to support this work.

VARD will support the diversity and breadth of sports, culture and other socially beneficial initiatives for children and young people, through clubs and organizations that have activities where many can attend. We mainly support the daily operation of these teams and organizations.

Clubs and organizations' wide range of activities is important for our local communities and contributes to increased well-being for our employees and their families. VARD is an important player in these communities and creates many jobs that provide positive ripple effects. We want to contribute as far as we can through sponsorship of activities for children and youth.

1. The purpose of this policy is to ensure a fair and clear profile of sponsorship contributions, and to be a guidance the Group's sponsorship engagement.
2. The Group's sponsorship shall be in line with VARD's purpose, core values and [Ethical guidelines](#). This means that the CEO must approve sponsorship contributions, and that the allocation of sponsorship funds should never represent a risk of being perceived as corruption, bribery, lubrication, or other unacceptable conditions. VARD reserves the right to check whether the applicant team or organization has activities that comply with our Ethical guidelines and measures taken against unethical business conduct.

VARD does not support:

- Graduation celebration, cars, buses, and student sponsor week
 - May 17th program (due to many school funds/ May 17th event in our region)
 - Individuals
 - Political parties and events
 - Religious groups
 - Travels
3. VARD's priorities shall provide a framework and guidelines for who can receive support through our sponsorships:
 - Will support full width activities
 - It is mainly a requirement that the association has offers for children and youth (up to 25 years)
 - The distribution shall, as far as possible, reflect the local communities in which VARD is located
 - Clubs and associations must mainly be affiliated with a federation
 - Money can be allocated for investments, and the purchase of equipment or clothing
 - Larger events, higher division games or strategic applications may be considered
 4. VARD organizes its sponsorship work as follows:
 - A sponsorship manager will be appointed at each relevant location in Norway. This person must have good knowledge of local conditions and activities. He/she joins a working group that distributes an allocated pot to relevant applicants and possible other actors.



- The proposals from the local groups are submitted to a central group headed by the CEO, taking the final decision on the distribution of sponsorship funds.
- There should be no personal conflicts of interest or uncertainty about impartiality involved in the decision to sponsor an organization, club, or project. In situations where there is a conflict of interest or disqualification, individuals involved in the conflict shall refrain from participating in the decision.

VARD encourages clubs and organizations to submit applications by **the end of February**. Applications received later in the year will be processed in **September**, subject to budget. Clubs and organizations are encouraged to submit a joint application for support for operations. We enter into agreements for one year at a time. Unfortunately, we have limited funds and must prioritise the local communities around our locations.

5. VARD wants the support we provide to be subject to service in return and made visible to build local belonging for VARD, as far as this possible.
This can be done, for example, as follows:
 - Positive profiling of VARD on marketing material and equipment
 - Contribute with images and text to our website or social media
 - That VARD is mentioned as a sponsor of possible events
6. VARD may withdraw from any involvement if those sponsored by us acquire a profile or reputation that is incompatible with our values and profile.