

# Fundraising Program Participation Agreement

This Fundraising Program Agreement ("Agreement") governs participation in the Prairie Ranchers Beef Fundraising Program ("Program"). By submitting a registration form and accepting this Agreement, the Organization agrees to the terms below.

This Program is intended for community-based organizations including schools, clubs, sports teams, youth programs, church groups, and registered non-profits operating within our delivery area.

## 1. ELIGIBILITY & AUTHORITY

The individual completing registration confirms that:

- They are authorized to act on behalf of the Organization.
- The Organization is permitted to participate in fundraising activities.
- All information provided during registration is accurate and complete.

Prairie Ranchers Beef ("PRB") reserves the right to approve or decline any application at its sole discretion.

Participation in the Program does not create a partnership, joint venture, employment, or agency relationship between PRB and the Organization.

## 2. PROGRAM STRUCTURE

Once approved:

- PRB will issue a unique promo code assigned to the Organization.
- The Organization will earn 10% of the discounted sale price for qualifying orders placed using its code.
- The standard supporter discount is \$10 per box. Discount amounts may not be modified.
- Campaign timing will be defined at activation.

PRB reserves the right to limit one active campaign per Organization at a time.

## 3. RESPONSIBILITIES OF PRAIRIE RANCHERS BEEF

PRB agrees to:

- Set up and activate the Organization's unique promo code.
- Process all customer payments directly.
- Fulfill and deliver all orders.
- Handle all customer service inquiries.

- Provide performance reporting and remit earned funds in accordance with Section 6.

PRB retains full control over pricing, product availability, delivery zones, and operational policies.

#### 4. RESPONSIBILITIES OF THE ORGANIZATION

The Organization agrees to:

- Promote the fundraiser accurately and in good faith.
- Use only approved marketing materials provided by PRB.
- Not alter pricing, discounts, product claims, or brand messaging.
- Not collect payments from supporters on behalf of PRB.
- Not advertise or promote the fundraiser outside PRB's delivery zones.
- Not misrepresent the nature of the Program or imply sponsorship beyond the fundraiser.

The Organization may customize approved templates to include its own messaging, provided core product information and discount details remain unchanged.

#### 5. MARKETING & BRAND USE

PRB grants the Organization limited, non-exclusive permission to use approved promotional materials solely for the duration of its active campaign.

The Organization may not:

- Modify official product descriptions.
- Create unapproved pricing claims.
- Represent itself as an official partner beyond participation in the fundraiser.

PRB may request removal of any promotional content that does not align with brand or compliance standards.

#### 6. REPORTING & PAYMENT

PRB will provide performance reporting that may include:

Campaign metrics:

- Number of orders
- Total sales dollars
- Total earnings (10% commission)
- Referral link clicks
- Conversion percentage

Order-level reporting:

- Order reference number
- Order date and time
- Commissionable amount or subtotal

Payouts are processed 2–4 weeks following campaign close to allow for refunds, chargebacks, or order adjustments.

Payment will be made by check or electronic transfer to the Organization as specified during registration.

PRB reserves the right to withhold or adjust payment in cases of misuse, fraud, policy violations, or material misrepresentation.

## 7. PRIVACY & DATA PROTECTION

PRB is committed to complying with Canadian privacy legislation, including Alberta's Personal Information Protection Act (PIPA).

PRB may share limited, non-identifying transactional information with participating organizations for the purpose of tracking campaign performance and calculating earnings.

PRB does not share customer names, email addresses, mailing addresses, phone numbers, payment information, or other identifying personal data with the Organization.

All customer personal information remains securely within PRB systems and is handled in accordance with our Privacy Policy.

The Organization agrees not to attempt to identify individual customers based on reported data.

## 8. CAMPAIGN ADJUSTMENTS & TERMINATION

PRB reserves the right to:

- Pause or terminate a campaign if misuse or policy violations occur.
- Modify operational aspects of the Program as needed.
- Discontinue participation of any Organization at its discretion.

The Organization may withdraw from the Program at any time, provided active promotional materials are removed.

## 9. LIMITATION OF LIABILITY

PRB is not responsible for the Organization's internal fundraising goals, projections, or promotional performance.

PRB's liability is limited to the payment of properly calculated commissions under this Agreement.

## 10. GOVERNING LAW

This Agreement is governed by the laws of the Province of Alberta and the applicable federal laws of Canada.

## ELECTRONIC ACCEPTANCE

By submitting the Fundraising Program registration form and selecting “I Agree,” the Organization:

- Accepts this Agreement in full.
- Confirms authority to bind the Organization.
- Acknowledges that electronic acceptance constitutes a legally binding agreement.