

New Balance Athletic Shoe, Inc. Charitable Product Donation Guidelines

I. TYPE OF DONATION

- a. Gift Certificate (for free pair(s) of shoes)
- b. Product (footwear and/or apparel)

II. CRITERIA

- a. All requests made be made in writing and must be submitted via fax, e-mail, or mail.
- b. Gift certificates must be used for raffle, door prize, award, or auction.

REQUESTS *CONSIDERED* IF ORGANIZATION/ EVENT BENEFITS ONE OR MORE OF THE FOLLOWING:

- Local/community (areas where NB facilities are located)
- Youth
- Education/athletics
- Health/medical
- Arts/sciences

EXCLUSIONS:

- Individual pursuits and needs
- Political parties/campaigns
- Organizations that discriminate by race, creed, gender, etc.

III. MISCELLANEOUS

- a. Product is given when the budget allows, there is sufficient inventory, and we feel it is a good fit for the company.
- b. Previous donation is not necessarily precedence for future support/donation.
- c. Product requests that are for media placement, sponsorship, or promotion are subject to other guidelines not listed here.

IV. CONTACT INFORMATION

New Balance Athletic Shoe, Inc.
Corporate Communications
20 Guest Street
Brighton, MA 02135-2088
FAX: 617-787-9355

**** These are general guidelines; exceptions are occasionally made.*