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Exciting Announcement!

Golden Fundraising and Nossack Food Group are happy to announce the introduction of the Nossack Athletic Ambassador Grant!

The Grant

The Nossack Athletic Ambassador Grant (NAAG) recognizes and rewards athletes and athletic organizations who are actively involved in our local community in a positive way.

Our Vision

The Nossack Athletic Ambassador Grant will foster strong leadership and a stronger future for our community through sport, by supporting young and aspiring athletes on their athletic journey.

Our Role

Nossack Food Group is committed to being an industry leader in the manufacturing of quality foods with pride and integrity while building true partnerships within our community. We believe in teamwork and a 'YES WE CAN' attitude, and we look forward to sharing this outlook with our successful applicants.

Guidelines & Criteria

Requirements of Grant Recipients

Individuals receiving the Nossack Athletic Ambassador Grant will be **required** to:

- Lead by example. This can be done by having a positive and professional attitude, utilizing excellent (clear and concise) communication skills and engaging in ethical behaviour both while playing sports and while in the community
- Become an enthusiastic Nossack Food Group Brand Ambassador - understanding our products and services to inform potential customers (information/training will be provided)
- Host a minimum of two (2) fundraisers through the Golden Fundraising Program, between September - May of the Grant Term
- Promote the Golden Fundraising Program, as well as the Nossack Athletic Ambassador Grant to community organizations and schools in Central Alberta
- Allow Nossack Food Group and Golden Fundraising to co-advertise with the athlete on social media, equipment decals, corporate clothing and branded snacks
- Ensure Nossack Food Group and Golden branding and hashtags are to be used properly when being co-advertised, and on social media posts
- Appearances at Sponsorship Events, Tradeshows etc (Dates & Information TBD)
- Provide Nossack Food Group with photographs of the applicant(s) taking part in their sport/events/tradeshows etc, along with the rights for Nossack Food Group to share these images, as per the Social Media Policy

Eligibility Requirements

For the purpose of eligibility, an Athlete is defined as:

“A person who is trained or skilled in exercises, sports or games requiring physical strength, agility or stamina; an Individual/Organization who is actively competing.”

Examples: Aspiring Provincial, National & International Athletes & Teams (*not affiliated with schools*), School or Collegiate Sports Teams

Athletes (Individuals/Organizations) must:

- Be Canadian Citizens or Permanent Residents of Canada
- Reside in Central Alberta and be involved with the community in a positive way
- Participate in a way that represents Central Alberta, Alberta or Canada
- Be interested in potential ongoing sponsorship with Nossack Food Group
- Preferably be considered Youth (ages 12 - 25)
- Have the ability to track and report (Monthly Reports & Final Summary) on activities throughout the Grant Term (e.g. Manager, Team Manager, Exec. Committee)
- Not be under sanction as per the Canadian Anti-Doping Policy
- Not be representing other food production/sales or fundraising companies at the same time as they are representing Nossack Food Group and Golden Fundraising

Please note, an equal selection of male and female athletes will be maintained when possible. The onus is on the applicant(s) to prove that they meet the overall eligibility requirements.

Grant Application & Term

Grant applications will be received from April 1st through May 15th each year and will be reviewed from May 16 - 30th. The successful applicant(s) will be notified by May 31st.

The Grant Term will be September 1 to May 30 of the following year, with the grant funding to be paid in June, after the Final Summary has been received and reviewed by Nossack Food Group. *Please read disclaimers about Grant Funding*

Completed Grant applications must be submitted online through our website (www.nossack.com/naag/) or emailed to naag@nossack.com, between April 1st and May 15th, each year. All mandatory sections of the application form must be completed in full; incomplete applications will not be accepted nor reviewed.

Timeline Example

Applications Accepted:	April 1 - May 15, 2020
Application Review:	May 16 - 30, 2020
Applicant(s) Notified:	May 31, 2020
Grant Term:	September 1, 2020 - May 30, 2021 <i>(Timeline for completion of 'Requirements of Grant Recipients')</i>
Grant Payment:	June 2021

**If any of these dates fall on a weekend or holiday, the next business day will be substituted.*

Funding

Nossack Food Group is proud to offer Grant Funding of \$10,000.

Each year, there are two Grants available for individual athletes or athletic organizations each worth \$5,000, for a total of \$10,000.

Grant funding is paid at the end of the Grant Term. Funding is dependent on the completion of the 'Requirements of Grant Recipients,' and a review of the Monthly Reports and Final Summary that have been submitted. Grant funding should be used to support the applicant's sport-related activities i.e. Travel, Uniforms, Equipment, Lodging etc.

Disclaimers

Please be advised that:

- Nossack Food Group retains the right to revoke Grant funding if the athlete or athletic organization participates in actions that could compromise Nossack Food Group's reputation or image in any way or makes any disparaging statements or comments, either verbally or in writing
- In the event of serious injury or illness, cases must be reported to Nossack Food Group as soon as possible. Grant funding for athletes that are seriously injured or ill may be subject to revocation. Each situation will be assessed on a case by case basis
- Nossack Food Group has the right to deny funding if the 'Requirements of Grant Recipients' have not been met within the Grant Term

Social Media Policy

The athlete(s) give Nossack Food group the right to share Photos / Information / Social Media Posts of the athlete(s) through media channels, i.e. Social Media, Newspaper, Radio. Information that will be of value to our followers, i.e. If the athlete(s) will be at an organized event (school, tradeshow, local event), advertising their Golden Fundraising fundraisers, if they have a competition/game coming up, photos/descriptions of their favourite Nossack Product, etc.

Athlete(s) must provide Nossack Food Group with photographs of the athlete(s) taking part in local events sport/events/tradeshows/schools and allow Nossack Food Group the rights to share these images in the Media, i.e. Social Media, Website, Advertising, to Future Grant Applicants, etc.

When interacting with Media, i.e. Social Media, Newspaper, Radio, the athlete(s) is to use a positive tone, be ethical and professional, as to not compromise Nossack Food Group's reputation or image in any way. Social Media posts must include the hashtags for Nossack Food Group Get Golden Fundraising. (#nossack, #nossackfoodgroup #goldenfundraising), along with other relevant hashtags to increase viewership and help increase followers.

**We are excited to receive submissions in April. Stay tuned for an announcement about our first Athlete, and how you can follow them throughout 2020!
Follow us on Social Media for further announcements & information!**

Nossack Food Group    Golden Fundraising