

## OUR VISION

Amplifying a sustainable future through local production of the highest quality, leading battery technology for commercial vehicles and energy solutions.

## OUR MISSION

The culture of Amplify enables individuals to drive continuous improvement within empowered, diverse, innovative, and inclusive teams to deliver reliable and competitive energy solutions.

## OUR POLICY

Amplify Cell Technologies recognizes the value of these partnerships to the community but also its charge to maintain fiscal responsibility to its customers. Sponsorship of charitable activities should promote positive community and social welfare purposes, and include, but are not limited to, sponsoring a local 5k or purchasing a table at a charitable or community event. Sponsorships are not a grant or donation, but a relationship in which both the sponsored organization and Amplify should benefit.

All sponsorship requests must be submitted through an application process. Amplify employees may submit the request on behalf of the organization. The following policy has been established to provide direction for the process of approving sponsorship requests.

## OUR ELIGIBILITY CRITERIA

### **To be considered for approval, the sponsorship must:**

- ◆ Advance the vision, mission and values of Amplify.
- ◆ Primarily serve a non-profit, civic or local community organization.
- ◆ Demonstrate the value to the tri-state area of Mississippi, Arkansas and Tennessee.
- ◆ Conform to all federal, state, local laws, and all applicable policies including ethics and conflict of interest ordinances and policies.
- ◆ Provide no competitive advantage, benefit, or preferential treatment for the recipient outside of the sponsorship agreement.
- ◆ Show the pre-approved Amplify logo on all materials showing event sponsors.

### **Excluded form eligibility shall be sponsorship of:**

- ◆ Political candidates, campaigns, or political events.
- ◆ Private clubs, sororities or fraternities.
- ◆ Faith-based organizations of events solely for religious purposes.
- ◆ Organizations that discriminate in anyway operate in a manner inconsistent with the mission and values of Amplify.

## OUR APPROVAL PROCESS

- ◆ A completed application form is required for consideration. Applications should be submitted at least 4 weeks prior to the print deadline in order to ensure a timely response.
- ◆ Sponsorships may include cash donations or in-kind contributions.
- ◆ Sponsorship shall be considered on a one-time basis. Multi-year commitments must be approved by the President.
- ◆ Requests including in-kind donations shall be reviewed and approved by Amplify Senior Leadership or appointed Amplify representatives.

### **Applications are to be evaluated for:**

- ◆ Opportunity to advance and promote the values and mission of Amplify.
- ◆ Positive benefit to the community.
- ◆ Demonstrated experience in delivery value to Amplify, particularly to connecting with its customers and the community.
- ◆ Purpose and mission of the recipient and/or the event.
- ◆ Fulfilment of all eligibility criteria.