

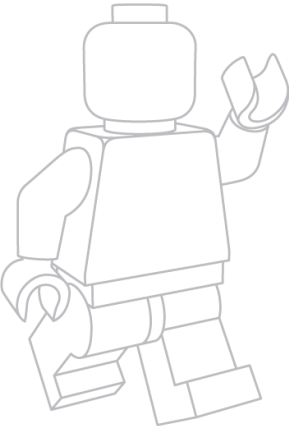


Project Support Program 2017

LCE | LEGO Community Engagement

PURPOSE

To stimulate authentic brand advocacy at recognized LEGO® user group driven events in order to inspire and develop the builders of tomorrow.





The *Project Support Program* aims to facilitate a unique project at the request of an RLUG/RLFM. Support provided is the ability to purchase discounted LEGO elements in bulk.

EXAMPLES OF SUPPORTED PROJECTS:

- Large scale mosaics
- A regional landmark where an event is held
- Not-for-profit event kits
- An RLUG community build e.g. for an upcoming event

LIMITATIONS / RESTRICTIONS

- The project cannot be commercially driven/motivated
 - Examples:
 - A build used for company advertisement
 - For profit event kits
- This program cannot be used to facilitate freelance/commissioned artwork



- Projects related to the topics below do not fit our brand values and will not be approved. The LEGO Group will decide how a project fits these standards.
 - Politics and political symbols, campaigns, or movements
 - Religious references including symbols, buildings, or people
 - Sex, drugs, or smoking
 - Alcohol in any present day situation
 - Swearing
 - Death, killing, blood, terrorism, or torture
 - First-person shooter video games
 - Warfare or war vehicles in any modern or present-day situation, or national war memorials
 - Racism, bullying, or cruelty to real life animals
- A project cannot be for an individual RLUG/RLFM member, it must have the full support of an RLUG/RLFM
- Any LEGO element not listed within the ordering tool is not available for purchase
- This program requires a minimum order of 25,000 LEGO elements
 - No more than 150 unique LEGO elements can be ordered
 - Same LEGO element in different colors count as 1 unique LEGO element each.
 - Individual LEGO elements can only be ordered in minimum quantities of 100 and then in incremental steps of +50
 - LEGO base plates can be ordered in quantities of 10 and then in incremental steps of +10
 - Elements at the cost of 10 DKK or more, can be ordered in quantities of 10 and then in incremental steps of +10
- Any LEGO element purchased through the Project Support Program cannot be resold nor can participating RLUG members use the program to purchase LEGO elements for their own collection outside of the LEGO elements needed for the project.
- **CONFIDENTIALITY** - Individual LEGO element prices viewable in the ordering tool are confidential and should be restricted to the RLUG/RLFM members who are a part of the project.



APPLICATION PROCESS

- Applications must be sent to the Regional AFOL Relations Manager.
- Applications must be received no later than 4 months prior to the required delivery of the elements.
 - There is no guarantee that delivery can be made in 4 months, that depends on order size and availability.
- Review and response to the application may take up to 2 weeks, approval or rejection is sent to the RLUG/RLFM Ambassador.
- If the Project Support is granted, the RLUG/RLFM Ambassador is responsible for placing the order. She/he is allowed to hand over login details and placement of the order to the *Project Responsible RLUG/RLFM member*.
- Full payment for the order is required prior to the shipment of goods.
- Note that delivery normally takes up to 2 months but may increase based on the size of the order or the element selection.
 - An estimated delivery date will be provided as soon as possible after the order is placed.
- A [Project Report](#) is to be filled out and submitted no later than 30 days after the project has been completed