

Randek Sponsorship Policy

Introduction

Randek is frequently approached for sponsorship of various activities such as local sports clubs, charities, and events. Randek is selective and cautious when considering sponsorships, as the business value is often limited while ethical risks must be considered.

This policy clarifies what and how Randek sponsors. It is designed to make it easier for Randek to handle sponsorship requests in a way that strengthens customer relationships while avoiding ethical issues and wasting company resources. This sponsorship policy applies to all sponsorship activities.

What is the purpose of sponsorship?

Sponsorship is part of our marketing communication aimed at strengthening our brand, creating business opportunities, and contributing to overall company goals. It must benefit the company, its customers, and/or its employees.

The strongest feature of sponsorship is that it allows us, as sponsors, to associate with contexts we want to be connected to. This association should be effectively communicated to the target audience to enhance the brand and the company's potential for valuable business relationships.

Who do we sponsor?

Randek AB believes that everyone in Halland (with a focus on Falkenberg, Varberg, and Halmstad), as well as in Arvika, should have access to meaningful, enjoyable, and active leisure time. Randek will donate 1% of its profits to ecological and social charities both locally and internationally.

Randek's sponsorship committee will propose several projects for the company to invest in. This means that Randek is actively involved and will fund local community activities. While we cannot support everyone, we believe this approach ensures equal opportunities.

Activities we do not sponsor

We do not sponsor activities that may be considered controversial, high-risk, or that have political or religious messages. Activities perceived as immoral, unethical, or in any way infringing on an individual's integrity will also not be sponsored.

Sponsorship projects

Our business concept, overall company, and marketing goals guide our choice of sponsorship projects, as well as the target audiences we wish to communicate with.

Potential target groups include:

- A. Local events that appeal to the majority of the population in areas where Randek operates.
- B. Local associations with a clear focus on youth activities.

Reimbursement

If an event or activity is canceled, any paid sponsorship must be refunded. The same applies to associations and organizations that cease operations during the contract period.

Sponsorship applications

Applications via email can be submitted at any time during the year. The sponsorship committee meets six times a year to discuss incoming applications.

Send an email to info@randek.com with your application, including the following details:

- Association/organization/event name
- Contact person(s)
- Address
- Postal code
- City
- Mobile number
- Email
- Website
- Have you previously been sponsored by Randek AB?
- Do you have activities for youth?
- Description of the association
- A clear description of the project/goals
- Marketing plan
- Requested amount (SEK)