



February 5, 2019

Ron Cox  
Marketing Director  
850 76th St SW  
Byron Center MI 49315

This agreement is to confirm the terms and objectives of the agreement between Second Harvest Heartland and Spartan Nash for General Mills & Family Fair Good Goes Round campaign February 17, 2019 – March 16, 2019.

- I. Spartan Nash agrees to provide the following benefits to Second Harvest Heartland:
  - a. Appropriate logo recognition on all online and printed materials produced for promotion of Spartan Nash and its partnership with Second Harvest Heartland to include:
    - i. Second Harvest Heartland (logo)
  - b. Campaign and inclusion of Second Harvest Heartland Logos in any Spartan Nash's promotional plans online, and in advertising vehicles as appropriate as determined by Spartan Nash.
  - c. Spartan Nash will provide a cash donation to be determined as follows:
    - o \$1.00 donation for every purchase of two (2) boxes of Cheerios or Honey Nut Cheerios in a single transaction (from 2/17/19 - 3/16/19), General Mills and Family Fare together will donate \$1.00 to local food banks up to a max of \$5,000.
    - o Total donation earned throughout the offer period will be split equally among Feeding America West Michigan, Food Bank from the Heartland in Omaha NE and Second Harvest of Heartland in St. Paul MN. Program maximum total donation of \$5,000 applies across the following retailers who are collectively involved in the offer: Family Fare, D&W Fresh Market, VG's Grocery, Dan's Supermarket and Family Fresh Market. No portion of purchase is tax deductible.
    - o Spartan Nash's obligations are contingent upon Second Harvest Heartland maintaining its 501(c) 3 status at all times.
- II. Spartan Nash further agrees to submit to Second Harvest Heartland funds resulting from the General Mills & Family Fair Good Goes Round campaign no later than 60 business days after the promotion.
- III. The Second Harvest Heartland logo should be appropriately used in conjunction with General Mills & Family Fair Good Goes Round campaign, but may not be altered in any way. Any use of the SHH logo must adhere to established branding standards established by Second Harvest Heartland.
- IV. Second Harvest Heartland and Spartan Nash must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution.
- V. This agreement may be terminated as follows:
  - a. In the event that a party fails to comply with its obligations under this Agreement, the other party may give written notice of such failure and, if such failure is not cured in all material respects within 30 days after such notice is given, then the party giving the notice may terminate this agreement by written notice of termination given within 90 days after the end of such 30-day period. (No termination shall affect any party's rights or obligations arising prior to such termination.)
- VI. In return Second Harvest Heartland agrees to provide the following benefits and all uses of Spartan Nash's name or logo shall be sent to Spartan Nash for approval prior to use; Spartan Nash's or campaign's logo(s) to be used are attached in Exhibit B (Spartan Nash's or campaign's Logo)
  - a. Online Events and Campaigns page mention
  - b. Social media post where appropriate
  - c. Quote from Second Harvest Heartland executive for Spartan Nash press release

**Terms of the Agreement**

This agreement will be in effect upon the date of signature by both parties and will conclude on March 16, 2019. If this agreement accurately meets with your understanding please sign both copies and return one top Heather Olson at Second Harvest Heartland, 1140 Gervais Avenue, St. Paul, MN 55109.

Terms of Sponsorship Read and Agreed to:

The below parties are in agreement and acceptance with the terms outlined above.

\_\_\_\_\_  
Heather Olson  
Second Harvest Heartland

\_\_\_\_\_  
Date

\_\_\_\_\_  
Ron Cox  
Spartan Nash

\_\_\_\_\_  
Date



February 12, 2019

Ron Cox  
Marketing Director  
850 76th St SW  
Byron Center MI 49315

This agreement is to confirm the terms and objectives of the agreement between Food Bank for the Heartland and Spartan Nash for General Mills & Family Fair Good Goes Round campaign February 17, 2019 – March 16, 2019.

- VII. Spartan Nash agrees to provide the following benefits to Food Bank for the Heartland:
- a. Appropriate logo recognition on all online and printed materials produced for promotion of Spartan Nash and its partnership with Food Bank for the Heartland to include:
    - i. Food Bank for the Heartland (logo)
  - b. Campaign and inclusion of Food Bank for the Heartland Logos in any Spartan Nash's promotional plans online, and in advertising vehicles as appropriate as determined by Spartan Nash.
  - c. Spartan Nash will provide a cash donation to be determined as follows:
    - o \$1.00 donation for every purchase of two (2) boxes of Cheerios or Honey Nut Cheerios in a single transaction (from 2/17/19 - 3/16/19), General Mills and Family Fare together will donate \$1.00 to local food banks up to a max of \$5,000.
    - o Total donation earned throughout the offer period will be split equally among Feeding America West Michigan, Food Bank from the Heartland in Omaha NE and Second Harvest of Heartland in St. Paul MN. Program maximum total donation of \$5,000 applies across the following retailers who are collectively involved in the offer: Family Fare, D&W Fresh Market, VG's Grocery, Dan's Supermarket and Family Fresh Market. No portion of purchase is tax deductible.
    - o Spartan Nash's obligations are contingent upon Food Bank for the Heartland maintaining its 501(c) 3 status at all times.
- VIII. Spartan Nash further agrees to submit to Food Bank for the Heartland funds resulting from the General Mills & Family Fair Good Goes Round campaign no later than 60 business days after the promotion.
- IX. The Food Bank for the Heartland logo should be appropriately used in conjunction with General Mills & Family Fair Good Goes Round campaign, but may not be altered in any way. Any use of the SHH logo must adhere to established branding standards established by Second Harvest Heartland.
- X. Food Bank for the Heartland and Spartan Nash must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution.
- XI. This agreement may be terminated as follows:
- a. In the event that a party fails to comply with its obligations under this Agreement, the other party may give written notice of such failure and, if such failure is not cured in all material respects within 30 days after such notice is given, then the party giving the notice may terminate this agreement by written notice of termination given within 90 days after the end of such 30-day period. (No termination shall affect any party's rights or obligations arising prior to such termination.)
- XII. In return Food Bank for the Heartland agrees to provide the following benefits and all uses of Spartan Nash's name or logo shall be sent to Spartan Nash for approval prior to use; Spartan Nash's or campaign's logo(s) to be used are attached in Exhibit B (Spartan Nash's or campaign's Logo)
- a. Online Events and Campaigns page mention
  - b. Social media post where appropriate
  - c. Quote from Food Bank for the Heartland executive for Spartan Nash press release

**Terms of the Agreement**

This agreement will be in effect upon the date of signature by both parties and will conclude on March 16, 2019. If this agreement accurately meets with your understanding please sign both copies and return one top Stephani Bayle at Food Bank for the Heartland, 10525 J Street Omaha, NE 68127.

Terms of Sponsorship Read and Agreed to:

The below parties are in agreement and acceptance with the terms outlined above.

\_\_\_\_\_  
Stephani Bayle  
Food Bank for the Heartland

\_\_\_\_\_  
Date

\_\_\_\_\_  
Ron Cox  
Spartan Nash

\_\_\_\_\_  
Date



February 12, 2019

Ron Cox  
Marketing Director  
850 76th St SW  
Byron Center MI 49315

This agreement is to confirm the terms and objectives of the agreement between Feeding America West Michigan and Spartan Nash for General Mills & Family Fair Good Goes Round campaign February 17, 2019 – March 16, 2019.

- XIII. Spartan Nash agrees to provide the following benefits to Feeding America West Michigan:
- a. Appropriate logo recognition on all online and printed materials produced for promotion of Spartan Nash and its partnership with Feeding America West Michigan to include:
    - i. Feeding America West Michigan (logo)
  - b. Campaign and inclusion of Feeding America West Michigan Logos in any Spartan Nash's promotional plans online, and in advertising vehicles as appropriate as determined by Spartan Nash.
  - c. Spartan Nash will provide a cash donation to be determined as follows:
    - o \$1.00 donation for every purchase of two (2) boxes of Cheerios or Honey Nut Cheerios in a single transaction (from 2/17/19 - 3/16/19), General Mills and Family Fare together will donate \$1.00 to local food banks up to a max of \$5,000.
    - o Total donation earned throughout the offer period will be split equally among Feeding America West Michigan, Food Bank from the Heartland in Omaha NE and Second Harvest of Heartland in St. Paul MN. Program maximum total donation of \$5,000 applies across the following retailers who are collectively involved in the offer: Family Fare, D&W Fresh Market, VG's Grocery, Dan's Supermarket and Family Fresh Market. No portion of purchase is tax deductible.
    - o Spartan Nash's obligations are contingent upon Feeding America West Michigan maintaining its 501(c) 3 status at all times.
- XIV. Spartan Nash further agrees to submit to Feeding America West Michigan funds resulting from the General Mills & Family Fair Good Goes Round campaign no later than 60 business days after the promotion.
- XV. The Feeding America West Michigan logo should be appropriately used in conjunction with General Mills & Family Fair Good Goes Round campaign, but may not be altered in any way. Any use of the SHH logo must adhere to established branding standards established by Second Harvest Heartland.
- XVI. Feeding America West Michigan and Spartan Nash must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution.
- XVII. This agreement may be terminated as follows:
- a. In the event that a party fails to comply with its obligations under this Agreement, the other party may give written notice of such failure and, if such failure is not cured in all material respects within 30 days after such notice is given, then the party giving the notice may terminate this agreement by written notice of termination given within 90 days after the end of such 30-day period. (No termination shall affect any party's rights or obligations arising prior to such termination.)
- XVIII. In return Feeding America West Michigan agrees to provide the following benefits and all uses of Spartan Nash's name or logo shall be sent to Spartan Nash for approval prior to use; Spartan Nash's or campaign's logo(s) to be used are attached in Exhibit B (Spartan Nash's or campaign's Logo)
- a. Online Events and Campaigns page mention
  - b. Social media post where appropriate
  - c. Quote from Feeding America West Michigan executive for Spartan Nash press release

**Terms of the Agreement**

This agreement will be in effect upon the date of signature by both parties and will conclude on March 16, 2019. If this agreement accurately meets with your understanding please sign both copies and return one top Pattijean McCahill at Feeding America West Michigan, 864 West River Center Drive, Comstock Park MI 49321.

Terms of Sponsorship Read and Agreed to:

The below parties are in agreement and acceptance with the terms outlined above.

\_\_\_\_\_  
Pattijean McCahill  
Feeding America West Michigan

\_\_\_\_\_  
Date

\_\_\_\_\_  
Ron Cox  
Spartan Nash

\_\_\_\_\_  
Date