

Gift Acknowledgement Policy

Assignment of Naming Opportunities:

- All donors, except anonymous donors, will be acknowledged with their name on a plaque or sign at the base of the Single (the “all donors plaque”), regardless of the amount of their gift. Names will be listed alphabetically regardless of gift amount, including all donations received on or before January 31, 2010.
- Individuals and Families who submit completed, signed pledge forms on or before December 31, 2006 will have the following naming opportunities:
 - For donations of \$250,000 or more, the donor may be recognized with a plaque on the base station.
 - Donors at the \$250,000 level and above could also suggest similar, alternate recognition of their choice. Approval of this request will be based on a recommendation of the Campaign Committee and approved, if deemed appropriate, by the management and board of trustees of the Co-op.
 - All alternate naming suggestions accepted by the Co-op will be offered to all donors of \$250,000 or more and assigned in a manner consistent with the other provisions of this policy.
 - For donations of \$100,000 or more, the donor may be recognized with a plaque on the mid-station or the top return station. The alternate recognition policy also applies to donors at the \$100,000 level and above.
 - For donations of \$25,000 or more, the donor may be recognized with a plaque on one of the Single Chair towers #2 through #21 with the exception of the mid-station and top return station. In the case of the top return station only, if no donor of \$250,000 or more has requested this naming opportunity, it will be available to donors who have pledged \$25,000 or more.

In the event that there are more donations equal to or greater than \$25,000, the Campaign Committee may recommend that the management and board of trustees of the Co-op create a similar, alternate naming opportunity.

- Individuals and Families as well as Groups who have submitted completed, signed pledge forms after December 31, 2006 and on or before March 31, 2007 may select naming opportunities, based on the pledge levels above, which have not been assigned previously, except that the amounts referred to above will be doubled for Groups.

- Individuals and Families who submit completed, signed pledge forms on or before April 7, 2007 will have the following chair naming opportunities:
 - For donations of \$5,000 or more, the donor may be recognized with a small (1" x 3" or smaller) plaque on one of the new Single Chair lift chairs.
 - For donations of \$10,000 or more, the donor may be recognized with small plaques on two of the new Single Chair lift chairs plus an appropriate item of thanks such as a picture of the single chair. The amount of the tax benefits of the contribution will be reduced by the value of that item.
 - However, a pledge that qualifies the individual to name a tower will not be recognized with the naming of a chair unless the pledge specifically allocates to chair naming a part of the pledge that qualifies. That sum so allocated will not be counted toward the tower naming.

Example: John Jones pledges \$30,000 toward the campaign. That \$30,000 can be allocated entirely toward the tower to raise the position of the pledge when it comes to tower selection or \$5,000 could be allocated toward the chair naming. In the latter case, only \$25,000 would count toward the tower.

- In the event that there are more donations equal to or greater than \$5,000, than there are chairs, naming opportunities will be based on the established priorities.
 - Individuals and Families as well as Groups who have submitted completed, signed pledge forms after April 7, 2007 and on or before September 30, 2007 may select naming opportunities, based on the pledge levels above, which have not been assigned previously, except that the amounts referred to above will be doubled for Groups.
- Naming opportunities will be offered in sequence based on the amount of the pledge with the largest pledge having first choice of the item named (subject to the other conditions herein). In the event that there are two pledges of the same amount, the donor who submitted their signed pledge first will be given priority.
 - Two donors may be allowed to name the same object, provided both donors consent.

Other Policies related to Naming Opportunities:

- Regardless of recognition opportunities, every donor who requests anonymity in writing will be protected from any public recognition.
- Pledges to the campaign will be counted when the pledge form is completed, signed, and received by the non-profit partner or the Co-op, as the case may be. A Letter of Intent or other indications of interest will not be considered a pledge, even if signed.
- Pledge amounts may be increased (subject to the timelines above) but the Campaign Committee will not engage in any practice that could be considered a “bidding process.”
- All plaques on towers, the mid-station and base station will be placed with modest conspicuousness, in keeping with the culture of Mad River Glen. Plaques, with the exception of the all donor plaque, will be no more than 4”x 6”. In the case of towers, plaques will be attached to the lower portion of the tower base in a location that is visible by skiers or hikers at ground level, rather than those riding on the Single Chair. The appearance of the signs (materials, colors, font style, etc.) will be consistent and will be based on a design approved by the Co-op President.
- Only names of individuals, Families, and the official name of Groups can be used on plaques or in other naming opportunities, if any. The Campaign Committee and the Co-op President reserve the right to approve and reject names on plaques if they determine, in their sole discretion, that it could be considered inappropriate, illegal or inconsistent with the mission or bylaws of the Co-op. Names of individual members of a Group may not be used on plaques, except in the case of memorial or honoring plaques (in which case only one name may be used). Individual donors comprising the Group may be included on the “all donors plaque” if identified on the pledge card or in writing to the Campaign Administrator.
- The Co-op agrees to maintain the reasonable legibility and appearance of the plaque through the last date that an agreement exists with the Co-op’s non-profit partners in this campaign, including extensions of these agreements.
- Businesses may only be recognized at the ski area in accordance with Mad River Glen policies on marketing and advertising. These will be negotiated by the Campaign Committee or Co-op staff, and could include the naming opportunities discussed above.
- Business names may be included on the all donors’ plaque.