



Project Support 2016

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.





Project Support aims to facilitate a unique project at the request of an RLUG. 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 for an upcoming event

LIMITATIONS/RESTRICTIONS

- The project cannot be commercially driven
 - Examples:
 - A build used for a 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. TLG 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 AFOL, it must have the full support of an RLUG
- Any LEGO element not listed within the online ordering platform is not available for purchase
- This program requires a minimum order of 25,000 LEGO elements
 - Individual LEGO elements can only be ordered in minimum quantities of 50 and then in incremental steps of +25
 - LEGO base plates can be ordered in quantities of 1 and then in incremental steps of +1
 - Elements at the cost of 10 DKK or more, can be ordered in quantities of 1 and then in incremental steps of +1

- **CONFIDENTIALITY** – Individual LEGO element prices viewable in the online ordering platform are confidential and should be restricted to the RLUG members who are a part of the project



APPLICATION PROCESS

- Applications must be sent to the Regional Community Manager
- Applications must be received no later than 4 months prior to the required delivery of the elements
- Review and response to the application may take up to 2 weeks; approval or rejection will be sent to the RLUG Ambassador.
- If the Project Support is granted, the RLUG Ambassador is responsible for placing the order. He is allowed to hand over login details and placement of the order to the project responsible RLUG member
- Full payment for the order is required prior to the shipment of goods