

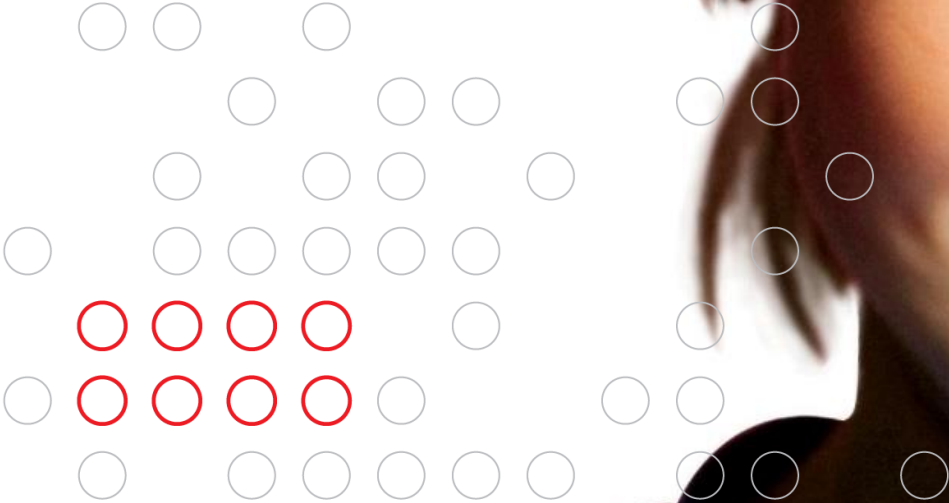
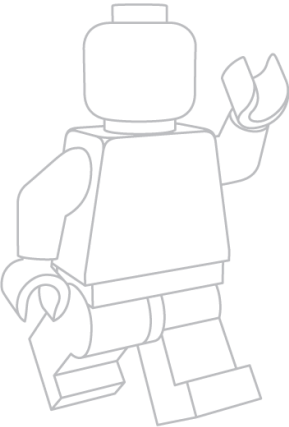


# Event Support Program 2017

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.





An RLUG/RLFM event is an activity / exhibition driven by a recognized LEGO user group/Recognized LEGO Fan Media, either alone, or in cooperation with third parties.

### **EXAMPLES OF SUPPORTED RLUG/RLFM EVENTS**

- A building event and/or exhibition at a local library or museum
- A collection of LEGO MOCs built by the AFOL community and placed on public display
- A building event and/or exhibition as part of a larger expo/event organized by a third party



## PROGRAM LIMITATIONS / RESTRICTIONS

- The intent of this program is to compensate, enhance, and reward RLUG/RLFM members for their efforts
  - NOTE: that this program is not designed to *drive* or *create* RLUG/RLFM events
- Each RLUG/RLFM is limited to 3 approved event support applications per year.
- This program is available to all RLUG/RLFMs that drive own LEGO related events or drive LEGO related activities as part of an expo/event owned by third parties
  - EXCEPTION: RLUG/RLFMs participating in an AFOL convention that is already receiving support from The LEGO Group
  - EXCEPTION: RLUG/RLFMs participating in an RLUG/RLFM driven event that is already receiving support from The LEGO Group
- An event cannot last longer than 30 consecutive days
- Events with an estimated public attendance of less than 500 visitors do not qualify
  - NOTE: Small events such as these are supported in design, via the Annual RLUG Support Program
- Events with less than 10 participating RLUG/RLFM members do not qualify
  - NOTE: Small events such as these are supported in design, via the Annual RLUG Support Program
- If the event is physically taking place within 100 kilometers / 60 miles from a [Merlin Entertainments](#) LEGO themed attraction, i.e. LEGOLAND Discovery Center or LEGOLAND Resort, the RLUG must make an effort to reach out and ask the attraction's Marketing / General Manager if they wish to participate in any way. Please note that the LEGO Community Team is unable to assist with this outreach
  - Support in any capacity, is offered solely for the personal use of participating RLUG/RLFM members; discounted and/or free of charge items are under no circumstances to be resold or given to the general public
- If this event is receiving additional support in any capacity from other departments within The LEGO Group, the RLUG/RLFM is required to inform their regional LEGO AFOL Relations Manager
- The LEGO Group reserves the right to decline or cancel any level of support offered to the RLUG/RLFM and/or event at any time



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## **DETERMINING THE LEVEL OF SUPPORT:**

- An approved RLUG/RLFM Event will be provided “free support” and may be eligible to take advantage of “purchased support”
  - Please contact your regional AFOL Relations Manager to learn about the opportunities in your country.
- Allocation of each support option is determined by the regional AFOL Relations Manager upon reviewing the application
- Free Support:
  - LEGO sets
    - This does not include licensing merchandise, nor power function elements / components
    - If one or more of the selected free support sets are unavailable, they are not replaced
    - Boxes damaged during shipping will not be replaced
  - PBBs | Play Brick Boxes
    - A cardboard box which contains “pre-packed” LEGO elements which have come from LEGO sets
- Purchased Support:
  - Sets for event related RLUG member activities
    - Maximum of 20 LEGO sets
    - 50% off Recommended Retail Price (RRP) on Shop@Home Germany
    - Price excludes local VAT / GST and / or sales taxes if applicable
    - Boxes damaged during shipping will not be replaced



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- “Thank you” LEGO sets for participating RLUG/RLFM members
  - 1 LEGO set per participating RLUG/RLFM member
  - Price per set must not exceed 100 Euro recommended retail price (RRP listed on Shop-at-Home Germany)
  - Limit of 50 copies of the same LEGO set
  - Additional restrictions on set availability may apply
  - Cost
    - Price is 50% off RRP per set
    - Price excludes local VAT / GST and / or sales taxes if applicable
    - Price excludes shipping fee of 6% inside the EU and 12% outside the EU
  - Boxes damaged during shipping will not be replaced
- PBB | Play Brick Boxes
  - 3 PBBs – 8-10 kilograms unused LEGO elements in pre-packs per box
  - Cost
    - 2250 DKK / 300 EURO
    - Price excludes local VAT / GST and / or sales taxes if applicable
    - Price excludes shipping fee of 6% inside the EU and 12% outside the EU
  - Boxes damaged during shipping will not be replaced



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- AB | Activity Box
  - A K8 cardboard box with loose LEGO elements of a singular design.
  - There are an estimated 6,000 LEGO elements in each box
  - The individual LEGO element's design and color is pre-determined by the Operations & Community Engagement Team.
  - Cost
    - 1500 DKK / 200 EURO
    - Price excludes local VAT / GST and / or sales taxes if applicable
    - Price excludes shipping fee of 6% inside the EU and 12% outside the EU
  - Boxes damaged during shipping will not be replaced



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## THE APPLICATION PROCESS

- Applications should be submitted as **early as possible**
  - NOTE: Applications must be received no later than 90 days prior to the event start date
- The application must be submitted directly by the RLUG/RLFM Ambassador to the regional AFOL Relations Manager
  - NOTE: It is advisable to submit an event support application as early as possible as it may give way for additional opportunities for the event, such as unique marketing initiatives or a visiting LEGO employee
- Review and response to the application may take up to 2 weeks
- If the application is approved, the Operations & Community Engagement Team will inform the RLUG/RLFM of the level of support offered
- The RLUG/RLFM must respond with their specific requests for support no later than 60 days prior to the event start date
- The total support package should arrive to the desired location no later than 2 weeks prior to the event start date
- Once the supported event has ended, the RLUG/RLFM Ambassador is to submit in the [Post Event Report](#) no later than 30 days after the event.
- Application submission is preferred via email in either a .doc or .pdf format using the [Event Support Application Form](#)