

**NO PURCHASE OR BANK TRANSACTION NECESSARY TO ENTER OR WIN. A PURCHASE OR TRANSACTION WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**COMMON TERMS USED IN THESE RULES:**

These are the official rules that govern how the Mercantile Bank of Michigan "Giving Together" Facebook Program will operate. This program will be simply referred to as the "Program" throughout the rest of these rules.

In these rules, "we," "our," and "us" refer to Mercantile Bank of Michigan, the sponsor of the Program.

**STEP 1: SUBMITTING A GRANT APPLICATION**

In order for a non-profit organization or school to be considered for the Mercantile Bank Giving Together Program they must determine the category in which they would like to compete and submit a grant application during that corresponding timeframe. There are three grant application periods during 2017. **Schools are only eligible to submit a grant application for the Schools and Education period.** The schedule is as follows:

**Schools and Education (both schools and non-profit organizations with an educational focus are eligible to apply during this period): March Voting Period**

Submissions accepted between 9 a.m. on January 16, 2017 to 11:59 p.m. on February 20, 2017

**Community Revitalization & Sustainability Initiatives: July Voting Period**

Submissions accepted between 9 a.m. on May 15, 2017 to 11:59 p.m. on June 19, 2017

**Health & Human Services: November Voting Period**

Submissions accepted between 9 a.m. on September 11, 2017 to 11:59 p.m. on October 16, 2017

No purchase necessary to participate, nominate or vote.

A non-profit organization or school may enter this Program by completing an online application. The application can be found at [MercantileGivingTogether.com](http://MercantileGivingTogether.com).

**ELIGIBILITY**

A non-profit organization or school may submit a grant if the following requirements are met at the time of entry:

- The non-profit organization has a 501c3 status (schools are exempt from this requirement for the Schools and Education period only) and has a primary office within the counties of Kent, Ottawa, Clinton, Ingham, Gratiot, Ionia, Wexford, Mecosta, Clare, Kalamazoo, Oakland, Oscoda, Ogemaw, Iosco, Barry, Roscommon, Montcalm, Saginaw, Isabella, Van Buren, in Michigan; **and**
- The non-profit is not affiliated with a government entity; **and**
- Non-profit must be in good standing and compliance with the laws and regulations of the State of Michigan and must be able to produce supporting documentation upon request.

All determinations regarding eligibility shall be set by Mercantile Bank of Michigan in its sole and absolute discretion. Non-profit organizations may be deemed ineligible if the non-profit, its management or affiliated organizations, among other things:

- is or has been under any investigation for fraud, misconduct (financial or otherwise) or other criminal activity.
- promotes or suggests, directly or indirectly, the use of firearms/weapons, any illegal drugs, prostitution or pornography, violence, or the underage use of alcohol;
- suggests or encourages, directly or indirectly, the taking up of arms against any person, government or entity or otherwise challenge or seek to overthrow any government;
- disparages or denigrates any race, age, gender, disability, sexual orientation, ethnicity, religion, political orientation, national origin, citizenship, ancestry, marital status, veteran status or mental or physical disability or condition or otherwise discriminates (in an exclusionary way) against any of those groups based solely on being classified as fitting into those groups;
- has a primary purpose to advance a religious denomination, expand membership or encourage conversion, or whose programs and services are designed to primarily serve those of a specific religious denomination or faith;
- supports or promotes the pro-life or pro-choice movements;
- spends a significant amount of time advancing a particular political party or candidate or supporting lobbying for any particular party, candidate and/or cause, or expanding or encouraging a membership or a particular political party, candidate or lobbying effort;
- entices voters by offering any type of consideration, gift, or award, including merchandise, cash, online currency, or anything deemed to have value in exchange for votes; or violates the Program Rules.

This Program is void outside of the State of Michigan.

We will only accept one (1) grant per non-profit organization per campaign. We are not responsible for entries that we do not receive for any reason, or for entries that we receive but cannot decipher or read.

We will automatically disqualify:

- Any incomplete or illegible grant application; **and**
- Any grant application that we receive from you that are in excess of the entry limit described above; **and**
- Any non-profit organizations (except schools for the Schools and Education period) that do not have a 501c3 status or do not have an office within the state of Michigan, **and**
- Any grant applications that are deemed ineligible by Mercantile Bank of Michigan based on the criteria above.

## STEP 2: SELECTION PROCESS

During each application period, Mercantile Bank will review all of the grant submissions and use the following key criteria to select up to twenty non-profits (or schools during the Schools and Education period) that will compete for the most public votes in our program:

- A. 501(c)(3) letter from the IRS (if applicable)
- B. Organization's mission statement and history
- C. Geographic target area served by your organization
- D. How will the \$5,000 be used and does its use address a critical need in the community?
- E. Reasons why Mercantile Bank should support the project or organization.

Each program period the selection announcement of the organizations selected will appear on our Facebook page. The selection announcement dates are as follows:

**Schools and Education:** March 10 2017

**Community Revitalization & Sustainability Initiatives:** July 14, 2017

**Health & Human Services:** November 3, 2017

## STEP 3: VOTING

Each program period, there will be one week long voting period. The voting period will begin at 9:00 a.m. (ET) on the Monday of the scheduled week and end at 9:00 a.m. (ET) on the following Monday. ("Entry Period").

The Entry Periods for the four quarters are as follows:

**Education:** The week of March 20-27th, with winner announced Monday, March 27<sup>th</sup>

**Community Revitalization & Sustainability Initiatives:** The week of July 24<sup>th</sup> – 31<sup>st</sup>, with winner announced Monday, July 31<sup>st</sup>

**Health & Human Services:** The week of November 13<sup>th</sup> – 20<sup>th</sup>, with winner announced Monday, November 20<sup>th</sup>

## HOW DO I VOTE FOR A NON-PROFIT FOR THIS PROGRAM?

- A. You may vote for an eligible non-profit by visiting Mercantile Bank of Michigan's Giving Together Facebook Application (MercantileGivingTogether.com). In order to vote, you must have a Facebook account.
- B. Each voting period, you may vote one time per non-profit during the week the program is active.
- C. You are a legal resident of the State of Michigan, and are 18 years of age or older.

## WINNER SELECTION AND PRIZES

We will be donating a total of \$7000.00 each period of the Program period to the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place non-profit organizations or schools that receives the most votes on Mercantile Bank's Giving Together Facebook Application. 1<sup>st</sup> place receives \$5,000.00, 2<sup>nd</sup> place received \$1,500.00 and 3<sup>rd</sup> place receives \$500.00. In the event of a tie, we will randomly select

one winner from the non-profit organizations that received the same number of votes during the week. Non-Profits are only eligible to be a winner one time during 2017.

Each period, we will notify the winning non-profit organizations or schools by phone or email on the last day of the voting period (Monday). If the notification that we send to any of the winning organizations is returned as undeliverable, or is otherwise unreachable for any reason, or if the non-profit organization chooses not to accept the donation, we may award the prize to the non-profit organization with the second most votes. We will hold all prizes until each organization has been contacted. The winning organization must be able to send a representative of the organization to Mercantile Bank to receive the check on a mutually agreed date and time.

Prizes are non-transferable and all taxes or unspecified expenses are the sole responsibility of the winner.

#### **WHAT OTHER CONDITIONS ARE YOU AGREEING TO BY ENTERING THIS PROGRAM?**

By entering this Program the non-profit organization agrees:

- To abide by these Official Rules; **and**
- To release and hold harmless Mercantile Bank of Michigan, and its holding company, subsidiaries, affiliates, employees and agents from any and all liability or any injury, loss or damage of any kind arising from or in connection with this Program or any prize won; **and**
- That Mercantile Bank of Michigan's decisions will be final and binding on all matters related to this Program; **and**
- That by submitting a grant application, Mercantile Bank of Michigan may use the non-profit organization's name online and in print, or in any other media, in connection with this Program, without payment or compensation to the non-profit, except where prohibited by law; **and**
- That by accepting a prize, the non-profit organization agrees that Mercantile Bank of Michigan may use its name online and in print, or in any other media, in connection with this Program, without payment or compensation, except where prohibited by law.

#### **WHAT LAWS GOVERN THE WAY THIS PROGRAM IS EXECUTED AND ADMINISTRATED?**

This Program will be governed by the laws of the State of Michigan, and you consent to the exclusive jurisdiction and venue of the courts of the State of Michigan for any disputes arising out of this Program.

#### **WHAT IF SOMETHING UNEXPECTED HAPPENS AND THE PROGRAM CAN'T RUN AS PLANNED?**

If cheating, a catastrophic event, or any other unforeseen or unexpected event that we cannot reasonably anticipate or control, (also referred to as force majeure) affects the fairness and / or integrity of this Program, we reserve the right to cancel, change or suspend this Program. This right is reserved whether the event is due to human or technical error. If a solution cannot be found to restore the integrity of the Program, we reserve the right to select winners from among all eligible entries received before we had to cancel, change or suspend the Program.

If you attempt to compromise the integrity or the legitimate operation of this Program by cheating or committing fraud in ANY way, we may seek damages from you to the fullest extent permitted by law. Further, we may ban you from participating in any of our future programs, so please play fairly.

#### **HOW CAN YOU FIND OUT WHO WON?**

We will post the names of the winning non-profit organizations who received the donations online on our Facebook page.

#### **WHO IS SPONSORING THIS PROGRAM?**

Mercantile Bank of Michigan

310 Leonard Street NW

Grand Rapids, MI 49504