



RESTORE THE ROAR FAQ

What is the Restore the Roar grant program?

The Restore the Roar grant program was created by Hagerty to help small businesses in the enthusiast vehicle industry who are impacted by the COVID-19 economic fallout.

Why is Hagerty doing this program?

As a well-respected automotive brand, Hagerty cannot just simply respond to a crisis. We must lead, innovate and make an impact so the automotive community not only survives but is kept on a path to thrive into the future.

“Restore the Roar” is one of many ways Hagerty will respond and support the automotive community and lead with our purpose to save driving for future generations.

How much money is available to qualifying businesses?

In its initial phase (Round One), Hagerty will distribute \$250,000 in grants ranging from \$5,000 to \$10,000.

How does a small business qualify for a grant through “Restore the Roar”?

- At least 50% of business is focused on supporting the collectible and enthusiast vehicle industry.
- Applicants will be required to include description of photos of restoration work, parts manufactured or services that represent their business and how they contribute to Saving Driving for future generations. Pointing to a website with this information is also acceptable. (500 words max)
- Applicants will be required to submit written description of how COVID-19 has impacted them. (250 words max)
- Applicants will be required to submit written description of how they will use the funds awarded. (250 words max)
- Applicants will be required to disclose any other grants or loans received at the time of application.

How will grants be awarded?

Recipients will be chosen through an application process based on a series of criteria to help identify small businesses most in need. To keep the process efficient and nimble, an internal Hagerty subcommittee has been created from a cross-section of the business. Once the application deadline closes, the group will review all completed applications and determine which businesses receive grants.

How is Hagerty defining small businesses?

Hagerty is defining small business as follows:

- Independently owned and operated



- Less than 20 employees
- Less than \$5M in annual revenue

What are examples of businesses within the “enthusiast vehicle industry” that meet Hagerty’s definition of a small business?

Examples of qualifying businesses include (but are not limited to) restoration shops, specialty parts manufactures, service providers. Basically, if the business exists to help people get enjoyment out of the fun vehicle in their garage then they are encouraged to apply for this grant.

Is this being funded by Hagerty Insurance?

No. The funding for this grant is not coming from any of Hagerty’s insurance related businesses. The funding is coming from Hagerty Media properties (home of Hagerty Drivers Club Magazine).

Will there be any preferential treatment to businesses who are paying clients or members of Hagerty?

No. The Grant selection committee will not confirm if any applicants currently do business with Hagerty, have done business with Hagerty in the past or are a potential lead for future business with Hagerty.

What’s the application timeline?

Applications are accepted starting April 25th. Eligible small businesses can apply through 12:00 pm EST on Monday, May 4, 2020.

How will a company know if they are receiving support?

Selected recipients will be notified on May 11, 2020 by email and payments will be distributed starting on that date. Applicants who were not selected will be notified no later than May 15, 2020.

What if a business is no longer in need of or has become ineligible for the funding but is chosen?

At Hagerty, we believe we are all in this situation together and will trust that if a business no longer needs the funds they will either notify us or use them to help another business in need.

Does a business have to be a Hagerty member, insurance client or partner to apply?

No, all qualifying small businesses, as outlined in the criteria, who are eligible can apply regardless of any prior, current or future affiliation with Hagerty.



Is this available to any business outside of the United States?

This initial round is only available to small businesses within the United States. As this situation evolves we will look to announce similar programs in other countries that Hagerty operates in (such as Canada and the United Kingdom).

Are car related events eligible for this grant?

At this time these grants are not eligible for events, regardless of the legal classification of the organizing entity. As this situation evolves we may choose to extend this to events in future rounds of funding.

Are museums eligible for these grants?

At this time these grants are not eligible for museums, regardless of the legal classification of the museum. As this situation evolves we may choose to extend this to museums in future rounds of funding.

Will Hagerty expect anything in return from the grant recipients?

No. Hagerty fully respects the privacy of any businesses who participates in this process. There will be no expectation of promotion, good will or future business from grant recipients. We are offering these grants as we feel very strongly that we need to help jumpstart the businesses within the automotive community during time when many are suffering.

That being said, if a grant recipient feels compelled to publicly recognize Hagerty we will request that they specifically only refer to us as “Hagerty” and not “Hagerty Insurance”.



TERMS AND CONDITIONS

The RESTORE THE ROAR™ grant program is sponsored by Hagerty Media Properties, LLC (“Hagerty”) and is in no way sponsored, endorsed, administered by, or associated with any other person or entity. By participating, you are providing information to Hagerty and not to any other person or entity.

PROGRAM DATES: Submissions will be accepted from April 25, 2020 12:00 AM EST-May 4, 2020 12:00 PM EST. Grantees who are chosen will be notified by May 11, 2020.

DESCRIPTION: This is a corporate grant program. Void where prohibited by law. By participating in this program, you agree to these Terms and Conditions.

HOW TO ENTER: Applicants must submit a complete application and include a description and photos of restoration work, parts manufactured, or services offered that represent their respective business and how they contribute to Saving Driving for future generations. Applicants must also submit a written description of how COVID-19 has impacted them, how they will utilize any awarded funds, and must disclose any other grants or loans received at the time of application.

ELIGIBILITY: The program is open only to businesses who at the time of entry are physically located in the United States and have at least 50% of their business focused on supporting the collectible and enthusiast vehicle industry. Eligible businesses must be independently owned and operated, maintain less than 20 employees, and have gross annual revenues of less than \$5,000,000.

PRIVACY: Hagerty will not distribute, disclose, or sell any personal information provided in connection with the program to third parties, aside from any personal information as may be required by law.

DETERMINING A WINNER: Submissions will be reviewed by Hagerty’s internal selection committee, who will judge them based on the eligibility criteria and financial need. Grantees will be contacted directly to inform them of the internal selection committee’s decision. Return of any grant notification as undeliverable may result in disqualification and the selection of an alternate grantee. Grantees must respond to any grant award by email, phone, or in person within 5 business days after notification or an alternate grantee may be selected. Hagerty reserves the right to reject any submission that violates the Terms and Conditions.



GRANT AMOUNT: Grantees who are selected will receive an amount up to \$10,000 USD to be used in accordance with the representations made in the application. Grantees will be responsible for any applicable taxes associated with the grant amounts awarded.

LIMITATION OF LIABILITY, RELEASE, AND INDEMNIFICATION: By entering, you agree to release and hold harmless Hagerty (and its respective subsidiaries, affiliates, directors, officers, employees, agents) from any and all responsibility or liability for damages, losses, or injuries of any kind, including but not limited to attorney's fees and any applicable taxes, resulting or arising from or in connection with the program.

MISCELLANEOUS: This program is subject to all applicable federal and state laws. Void where prohibited. Applicants who have not complied with the Terms and Conditions are subject to disqualification. This program is subject to change without notice. The invalidity or unenforceability of any provision of these Terms and Conditions will not affect the validity or enforceability of any other provision. This agreement, in whole or in-part, may be freely assigned by Hagerty Media Properties, LLC. This agreement shall be governed by and construed under the laws of the State of Michigan.