



**COTTON CANDY**  
Tangible Marketing Solutions™

## **SUPPLIER DIVERSITY**

### **Cotton Candy Supplier Diversity Program**

As a leading supplier of promotional products in North America, Cotton Candy recognizes that a diverse supplier pool is a reflection of the communities that we live and operate in. This not only helps to drive business by providing us access to a wider variety of competitive offerings, it helps position our company to meet the requirements of our diverse customer base. The Cotton Candy Supplier Diversity program achieves new levels of success every year.

Cotton Candy's supplier diversity mission is to proactively identify, build relationships with, and purchase goods and services from certified businesses owned by aboriginal/native American, visible minorities, women, members of the lesbian, gay, bisexual, and transgender (LGBT) community, veterans, disabled and veteran disabled, in order to help Cotton Candy achieve its corporate diversity objectives.

We are very proud to be corporate members of the Canadian Aboriginal & Minority Supplier Council (CAMSC), Women's Business Enterprises (WBE Canada) which we are on the Board of Directors, Canadian Gay & Lesbian Chamber of Commerce (CGLCC) in addition to supporting the Inclusive Workplace and Supply Council of Canada (IWSCC). We also support the National Minority Supplier Development Council (NMSDC), Women's Business Enterprises National Council (WBENC), National Gay & Lesbian Chamber of Commerce (NGLCC), US Business Leaders Network (USBLN) in addition to many regional certifying associations.

### **Our Supplier Diversity Policy**

It is Cotton Candy policy that diverse suppliers will have an equal opportunity to be included in our product sourcing and procurement process. Certified diverse companies that seek to do business with Cotton Candy must demonstrate the ability to add value, and provide high-quality goods and services that are competitively priced, reliable, and aligned with our superior level of service.

Our objectives include:

- Actively seeking out certified diverse suppliers that can provide competitive, high-quality goods and services.
- Ensuring the inclusion of diverse suppliers as a part of our product sourcing and procurement process.

Objectives cont'd:

- A commitment to communicating the value of supplier diversity both internally and external to the organization.
- Measuring the Supplier Diversity spend on a monthly, quarterly, and annual basis.

We measure our success based upon our ability to attain and exceed these objectives.

## **Our Commitment to Supplier Diversity**

Cotton Candy is committed to building a strong Supplier Diversity Program. The foundation of our program consists of internal and external deliverables to help ensure program success for all Cotton Candy stakeholders.

Our program focuses on, but is not limited to the following:

- **Objective Measurements** — Establishing and meeting company and departmental goals and objectives that support our overall diversity strategy.
- **Tracking and Reporting** — Monitoring and reporting our progress toward achieving our supplier diversity goals and objectives with an emphasis on continuous improvement.
- **Training and Education** — Helping to ensure that associates in decision-making positions throughout our organization understand Cotton Candy's supplier diversity principles and commitment.
- **External Outreach Activities** — Seeking diverse suppliers through active involvement with small business and minority development organizations, and participation in various national and regional conferences as well as matchmaker, and procurement events.
- **Communications** — Educating employees, management, diverse suppliers, and the community-at-large on our supplier diversity program, policies, and achievements.
- **Second Tier Program** — Working with our suppliers to achieve supplier diversity at multi-tiered levels within our value chain.

## **How Our Supplier Diversity Program Works:**

If you are a current or new supplier and are 51 percent or more owned, controlled, and managed by person (s) who belong to one of the following groups: Aboriginal/Native American people, minority/visible minority, women, LGBT, persons with disabilities or veteran business you may apply to become a certified diverse supplier (if you are not already certified).

If you wish to self-identify as a diverse supplier so you can begin the supplier diversity journey and learn about the advantages and benefits that come with certification, Cotton Candy will connect you with the appropriate certifying organizations:

### **Canada**

- **Canadian Aboriginal and Minority Supplier Council (CAMSC)**
- **WBE Canada (WBEC)**
- **Canadian Gay and Lesbian Chamber of Commerce (CGLCC)**
- **Inclusive Workplace and Supply Council of Canada (IWSCC)**

### **USA**

- **National Minority Supplier Development Council (NMSDC)**
- **Women's Business Enterprise National Council (WBENC)**
- **US Business Leadership Network**
- **National Gay and Lesbian Chamber of Commerce (NGLCC)**
- **State, County, City & Local Agencies**

Simply contact us at [\*\*supplierdiversity@cottoncandy.com\*\*](mailto:supplierdiversity@cottoncandy.com) and one of our supplier diversity team members will connect with you to guide you through the process.

### **Already a Certified Supplier?**

If you are already a Certified Diverse Supplier, and offer products that are appropriate for the promotional industry, please send us an email at [\*\*supplierdiversity@cottoncandy.com\*\*](mailto:supplierdiversity@cottoncandy.com). Tell us about your certification, your company and products so that we may include you on our list of potential resources.

**Please note:** Cotton Candy's Supplier Diversity Program provides current and potential suppliers with the opportunity to interact with us regarding their products and services. Participation in our Program does not guarantee that you will secure business.