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Winnipeg, MB

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Calgary, AB

PRESIDENT

Gary Hamilton CAE

March 28, 2012

2012 WRLA Bursary & Scholarship Sponsorship Program

The Western Retail Lumber Association Inc. (WRLA) is pleased to offer you an opportunity to increase your company's strategic position and become "top-of-mind" with your fellow members in the industry. Sponsorship opportunities are available from \$500 to \$2,500. Each category guarantees; sponsor profile, recognition, and access to the WRLA Sponsorship benefits program.

BURSARY / SCHOLARSHIP BACKGROUND

Since 1990, the WRLA has demonstrated its commitment to continuing education by offering scholarships and bursaries to selected applicants of WRLA member employees and their dependents.

Seven \$1,500 bursaries and seven \$3,000 scholarships per academic year may be awarded to selected applicants who have been accepted as of September 2012 for their first or second year of studies at a recognized University, College, or Technical Program.

Criteria: Full and part-time employees, owners and their dependents, of WRLA retail, affiliate and associate member companies are eligible to apply.

The applicant must be under 25 years of age at the time of application and entering their first or second year post-secondary education on a full time basis. Full time student is defined as a minimum 60% of a full course load. All employees must have been employed with the member firm for at least one year at the time of application and each member company must be a member of the WRLA for a minimum of twelve months prior to submission deadline.

Bursary (Definition) Non-repayable sum of money presented to an eligible student who has demonstrated financial need and satisfactory academic record. Bursaries are awarded based primarily on financial need as opposed to academic merit.

Scholarship (Definition) A non-repayable sum of money presented to an eligible student to help continue his/her studies. Scholarships are awarded based primarily on academic merit as opposed to financial need.

I have attached the Sponsorship Benefits and Agreement Forms for your completion; select your sponsorship level and email ckelly@wrla.org with your logo in EPS format or fax to 204-947-5195 no later *April 13, 2012*.

If you have any questions, please don't hesitate to contact me at 800-661-0253 ext. #3 ckelly@wrla.org or Gary Hamilton at ext. 1, ghamilton@wrla.org

Sincerely,

Caren

Caren Kelly, CEM

Marketing Manager
Cc: BSSP Committee

