



**Letter of Agreement
Advertising Idea
Residents of the United States and Canada**

Thank you for reaching out to Reynolds Consumer Products regarding your idea.

Reynolds is interested in new developments and makes it a policy to accept outside submissions of this type. However, Reynolds' policy requires that we clearly establish certain ground rules prior to such consideration in order to avoid misunderstandings now or in the future.

We will accept such submissions only if made with the clear understanding that with respect to dealing with Reynolds:

- a) no confidential information will be transmitted by you;
- b) the idea being submitted is original and not obtained from another source or influenced by the work of others;
- c) you are not employed by or represent an advertising agency, consumer promotion agency, public relations agency or similar company that provides creative or strategic services for hire; and
- d) you expect no compensation or recognition of authorship for the material being submitted.

Also, it should be clearly understood that Reynolds is under no contractual or other obligation with respect to the submission unless based on a specific written agreement, executed by properly designated officials.

Subject to this understanding, we will be pleased to receive your submittal; however, before accepting any material you may submit, we require you to do the following:

1. Print a copy of this 3-page document.

2. Review and sign the Letter of Agreement. Signing the Letter of Agreement substantially impacts your legal rights. Accordingly, you may wish to consult legal counsel prior to signing and returning the Letter of Agreement.
3. Complete the Non-Confidential Idea Submission Form. This will help us understand the exact nature of your idea.
4. Make a copy of both pages of the completed Letter of Agreement and the Non-Confidential Idea Submission Form for your file.
5. Return all three original pages to:

Rita Winslow
Marketing Services
Reynolds Consumer Products
6641 West Broad Street
Richmond, VA 23230 USA

Whether or not you see fit to proceed as outlined above, we wish to express our appreciation for the interest you evidenced in our company by contacting us concerning this matter.

Very truly yours,

REYNOLDS CONSUMER PRODUCTS

AGREED:

Signature

Date

Name (Please print or type)

Signature of parent or Guardian (required if
Submitter is not at least 18 years old)

Date

Name (Please print or type)

Non-Confidential Idea Submission Form

Contact Information

Name: _____

Address 1: _____

Address 2: _____

Daytime Phone Number: _____

Email Address: _____

Advertising Idea Information

Concept Title: _____

In 250 words or less, please provide a brief description of your proposed advertising idea.

If available, please include a non-returnable storyboard, script or other material that will help us understand your idea.