

# D'Arcy

Community  
Investment



Let's talk  
about it!

Check out this guide to learn  
more about our community  
investestment process.

## What's the deal with Community Investment?

*Long story short...*

**D**

D'Arcy prioritizes community investment over traditional marketing.

It's how we've built our brand over the last 30 years and established ourselves as a fun and trusting place to buy a vehicle.

**Est. 1991**



It's our way of giving back to the communities we serve and to our customers.



# Meet Rosie

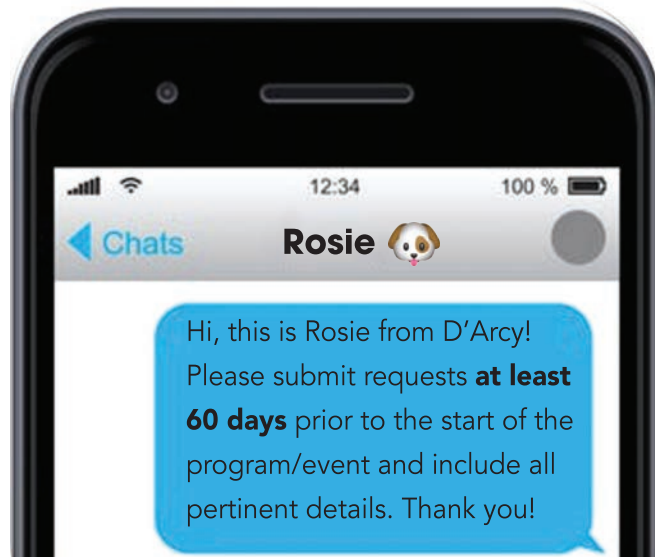


### You're gonna want to know her!

Rosie has been with D'Arcy since 2005 and is now our Community Investment Coordinator. She's a lifelong Joliet resident with a passion for healthy living and helping dogs. Please send all requests to Rosie.

#### Rosie Cardenas

rcardenas@darcymotors.com  
815-666-8578

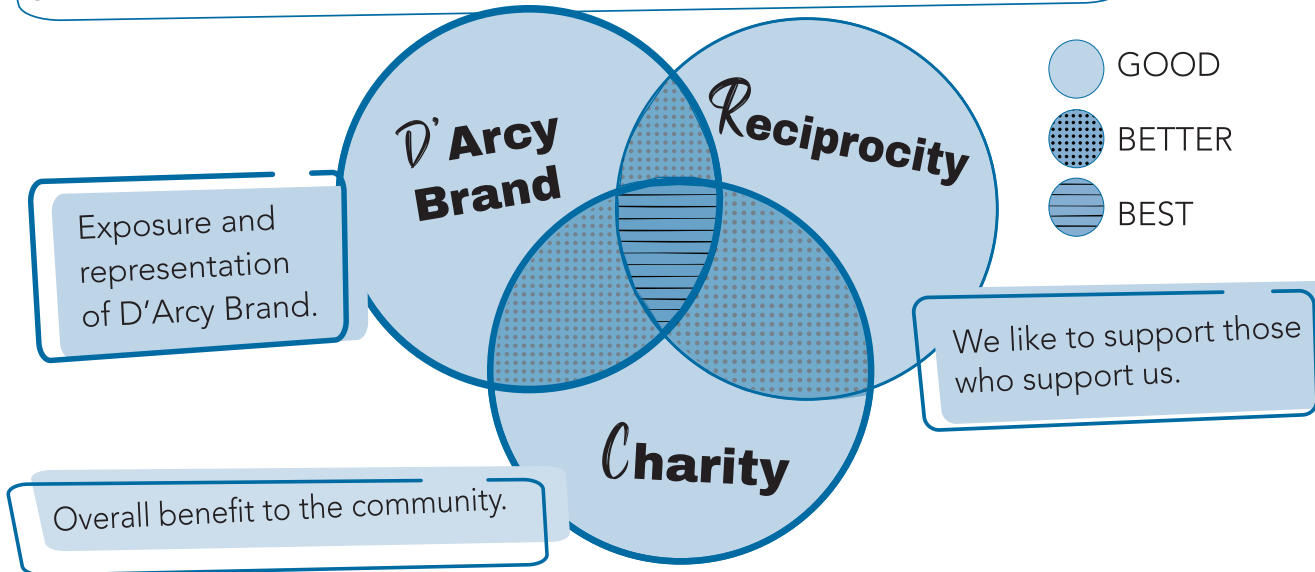


As D'Arcy Motors has grown, so have the number of requests from our community. As much as we would like to say yes to every request, it simply isn't practical. Please review the criteria that assist us in a way that best serves our customers and community.



# D.R.C.

We take the following 3 things into consideration when reviewing requests; D'Arcy Brand, Reciprocity, and Charity. Opportunities that meet all of these criteria are the most valuable to us.



# Now we are talking!

## *Please consider the following when submitting a request*

### Where ya at?

Location is an important consideration for D'Arcy. We will give priority to Joliet and Morris, where our stores are located, and their nearest surrounding cities.



### New phone? Who dis?

Please indicate if you have a **new** request-an event or program we have not previously supported. While we are happy to review them, our aim is to build partnerships so priority will be given to groups we have worked with before.

### Who's gonna be there?



Just as you want to know who is going to an event before you commit to it, so do we! This helps us know the level of visibility and opportunity to reach customers an investment will provide.

We will also take into consideration if a request is coming from a customer. We like to support those

### BTW....

**Pics or it didn't happen!** We ask that you send us photos of our exposure at your event/program.

