



## APPLICATION GUIDELINES & DEADLINES

Azamara Cruises, Celebrity Cruises and Royal Caribbean International have instituted a quarterly application and review process for requests of grant funding, sponsorships or cruise donations.

In our ongoing effort to deal with our current economic situation, we've had to limit the available resources in various departments such as Community Relations. This in turn has reduced the number of charitable donations that we are able to make at this time. Unfortunately, this applies to all applicants, including long standing partners and those whose organization and events meet all of our giving criteria.

A non-profit organization seeking company support should submit a 1-2-page letter outlining the mission of the organization and explaining the request (including date of event, if applicable) along with a copy of their 501(c)(3) letter. The proposal letters must be postmarked or faxed by the due date. **At this time we are not accepting requests via e.mail.** Please do not include originals of any kind that you will need back, as we are not able to return any portion of your submission request. These requests are considered 3 to 6 months before distribution to be able to give ample notification of funding decisions.

EVENTS OR CASH AWARDS IN	APPLICATION DUE DATE	NOTIFICATION
January-March, 2010	October 2, 2009	End of October
April-June, 2010	January 4, 2010	End of January
July-September, 2010	April 2, 2010	End of April
October- December, 2010	July 2, 2010	End of July

Please submit your proposal at the appropriate time. Early applications will be filed until the appropriate time and are not preferentially treated. **Dates are the first Friday of January, April, July and October.**

### GIVING PRIORITIES

Our corporate giving philosophy is to fund organizations that benefit and offer services to the entire community. Therefore, we support only registered nonprofit organizations that offer non-sectarian services to the community at large.

In order to maximize our impact in the communities we serve, the company has chosen to focus support in three priority areas:

- 1) **Children & Families** (We give to programs/groups geared to reach the underserved in our communities; this does not include health-related causes. Please see page 2 for more details on eligibility.)
- 2) **Education** (We give to programs/groups that benefit as large a student group as possible, such as an entire school district, city, state or nation; **this does not include individual schools/PTOs/PTAs.** Please see page 2 for more details on eligibility.)
- 3) **Marine Conservation** (We give to programs/groups committed to promoting sound environmental practices in the Marine world or enhancing environmental education programs in schools and communities; this does not include research grants. Please see page 2 for more details on eligibility.)

We concentrate the majority of our giving in the port communities where we sail, especially Florida, the Caribbean, New York/New Jersey, California, Texas and Alaska.

For further information, please contact:

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## **Ineligible Requests**

### **Areas Not Supported by Royal Caribbean International & Celebrity Cruises**

We receive so many requests from organizations throughout the world that we had to narrow our approach to focus on the causes that we can support. Thank you for being committed to making a difference in the various capacities in which you serve, including all of the areas that we are not able to reach as a company. We wish you the best of success in achieving your goals, and we stand with you as we all seek to make our communities better for everyone.

The Royal Caribbean International & Celebrity Cruises giving program supports only 501(c)3 organizations. At this time, we do not support the following:

- Health & Human Services, including Medical Clinics, Aid & Assistance Programs, Helping Terminally Ill Individuals, Physical & Mental Therapy, local United Ways (we partner locally with several United Ways in certain cities), Specific Disease Intervention/Prevention/Research.
- Individual participation in events or fundraisers, such as walk-a-thons, scout projects, beauty pageants, etc.
- Political or religious groups or causes, unless it is a program sponsored by such an organization that benefits the community at large.
- Donations to benefit an individual or a family, either directly or through a fundraiser on their behalf. This includes for medical procedures and memorial funds.
- Recreational activities, such as camps, sports leagues, bowling, carnivals, prom and graduation nights.
- Educational loans, recognition programs and individual opportunities for students and/or teachers, including sponsorship of student ambassador programs, continuing education seminars, teacher attendance recognition, etc.
- Animal welfare organizations or causes.
- Arts and Culture, including museums, bands, plays, ballet, orchestras and art galleries.
- Transportation to and from events, seminars or for cultural and foreign travel excursions.
- Professional associations, including conferences, fundraisers and membership.