

n° 1 au/in Canada



DONATIONS AND SPONSORSHIPS POLICY

CROISIÈRES AML

2011-2012



The most important cruise/excursion company in Canada

Croisières AML, a family owned enterprise established in the Province of Quebec since 1972, operates 18 boats on the St. Lawrence River and the Saguenay Fjord. The quality, originality and diversity of its cruises, provide pleasure, emotion and thrills to over 500 000 passengers annually. The impeccable service and warm reception offered by its 650 employees has contributed to the popularity and excellent reputation of the company for the last 40 years.



Vision & Mission

Croisières AML strongly believes in its corporate values, which are reflected in its VISION:

- Transmit its passion for water by offering the best service to ensure customer satisfaction, while enjoying working together as a team.

The company's MISSION is based on fulfilling these commitments:

- Continually improving our products and services in order to remain the No.1 cruise/excursion company in Canada;
- Offering a personalized service and a warm welcome in a unique environment;
- Assuring a secure and memorable experience for all our clientele and employees.
- Pursuing our efforts by developing long-lasting relationships with our partners.

Concern for the ecological and social environment

- Respect for the regulations on marine activities in the Saguenay–St. Lawrence Marine Park;
- Financial and technical support for non-profit organizations (*GREMM, Fondation de la faune du Québec*);
- Involvement in the social, economic and tourist development of the regions where it operates a boat;
- Supporting numerous causes through its involvement in several foundations; *la Fondation Michel-Sarrazin, la Fondation Le Grand Village, la Fondation Le Grand Chemin et la CSSS de la Vieille-Capitale.*
- Minimizing the impact of boats on the ecosystem of the river: modernizing the equipment to reduce greenhouse gas emissions;



Donations and Sponsorships Policy

Croisières AML contributes in the **form of sponsorships** to various social, cultural and community organizations. Dedicated to the welfare of the people and their community, we believe in supporting not only social actions but also their causes. We have adopted a new policy on donations and sponsorships which is outlined below. At Croisières AML, it is in our nature to become involved!

ELIGIBILITY

Selection criteria

Donations or sponsorships provided by Croisières AML must meet the requirements associated with the areas of intervention listed in this policy:

Applicants must meet the following criteria to ensure that their request is analyzed.

- All applications must be submitted in writing at least **four (4) weeks** prior to the event;
- All the basic information (complete details of the organization, contact person, date, place and purpose of the event, expected number of participants) must be provided;
- A profile of the organization, its purpose, its mission, the area concerned, etc. should be summarized in the request, as well as a detailed description of the activity;
- Reach one or more of the company's target customers.
- The visibility plan offered to Croisières AML must be specified.
- Applications must be submitted annually or when the need arises. We do not guarantee any support on an annual or continuous basis.



Privileged Areas

Croisières AML is committed to its environment both ecologically and socially. Due to the nature of its products, Croisières AML is a key lever in fundraising activities for environmental and social organizations. Thus, the contributions of sponsorships and donations are mainly given in the form of products, in a privileged sector where the company has chosen to get involved, and in regions where it operates a vessel:

- Protection of the environment / Sustainable development in relationship with the St. Lawrence River.
- Family / Youth / Education
- Health

Exclusions

The following types of requests for donations or sponsorships from Croisières AML are not eligible.

- Last minute requests (less than 5 days prior to event)
- Individual cases / Humanitarian travel
- Requests by direct mail
- Political contributions
- Regions not served by the company



Procedures

You can send your sponsorship request in two ways:

- **BY EMAIL**

Send you sponsorship request by email to:
commandites@croisieresaml.com.

- **BY MAIL**

Croisières AML
att: Commandites
124, rue Saint-Pierre
Québec (Québec)
G1K 4A7

IMPORTANT NOTICE

Only written requests for donations or sponsorships will be taken into consideration.

Croisières AML favours the use of the electronic form available on our website: www.croisieresaml.com under the section *About AML / Social and environmental commitments*.

Applicants can expect to receive a written reply within four weeks. Please wait till the end of this period before following up by telephone or e-mail.