



The **NATION** of **WHY NOT**

Interested in more information on Cruises for CharitySM?

CONTACT YOUR PROFESSIONAL TRAVEL AGENT TODAY!



Planning your cruise is as easy as 1 - 2 - 3!

1. Contact your Professional Travel Agent to see which sailings qualify for the *Cruises for CharitySM* program.
2. Select a destination, length and cruise date.
3. Work with your Professional Travel Agent to develop a plan to promote your fundraising cruise utilizing our complimentary library of marketing material: postcards, flyers, brochures, posters, HTML/email artwork and more!

These staterooms practically fill themselves!



EVERY GREAT NATION GIVES BACK

Cruises for CharitySM

RAISE MONEY FOR A GREAT CAUSE





Ever wish you could plan a fundraising event that is guaranteed to get attention, increase your media exposure, generate donation dollars and offer attendees a really great time, all without having to lift a finger? Well, we at Royal Caribbean International® say “Why Not?”

Who says a successful fundraising event has to be some stuffy, overdressed gala in a generic ballroom? You can raise money, make a lasting impression and build a personal relationship with donors – all in your shorts and caribbean clothing with *Cruises for Charity*™, a fabulous fundraising vacation package packed full of photos and fun!

**Whatever your purpose,
whichever your cause...**

We have a fundraising cruise for you!

From 2 nights to more than 10, our specially designated *Cruises for Charity*™ sail dates are flexible, affordable and are designed with donations in mind. Depending on the cruise you choose, Royal Caribbean International® will donate between \$50 and \$200 per stateroom to your organization!*

Plus, earn one free stateroom for every 16 full-rate staterooms booked by your Non-Profit Organization through this program. Just think of the possibilities those free staterooms could bring!

- Raffle them off for additional fundraising dollars
- Give them to your “MVP” (Most Volunteered Person) as recognition for their hard work
- Or choose to receive the dollar value of the rooms as a contribution to your organization

Now that’s entertainment value!

Sound complicated? It’s not!

Your Royal Caribbean Professional Travel Agent will work directly with you to help plan, sell and organize your *Cruises for Charity*™ event. We’ll customize the cruise to add value specifically tailored to your group. Plus, we’ll hold space on your target cruise date for 30 days so you can gauge interest before spending a dime! We’ll assist with promoting your event through varied marketing materials, promotional collateral, flyers, postcards, brochures, HTML email artwork and more! These cruises sell themselves, and your organization will reap the benefits through applicable *Cruises for Charity*™ donation dollars!

There’s so much to do on a *Cruises for Charity*™ cruise with onboard activities like: Rock Climbing, Ice Skating, Mini-Golf, and our exclusive FlowRider® Surf Simulator, but wait – there’s more! Your fundraising cruise could be customized with these additional options and amenities:

- Specialty Group Dining
- Group Shore Excursions
- Silent Auctions
- Thank You Cocktail Party
- Group Entertainment Options
- Spa Activities and Services
- State of the Art Conferencing
- Business Centers
- Audio/Visual Equipment
- Convenient Meeting Spaces
- Internet Access
- Dedicated Onboard Coordinator
- Nighttime Activities
- Group Contests
- Interactive Events
- Networking Opportunities
- And so much more!

Let your foundation rest on water!

*Terms and Conditions: Royal Caribbean International® reserves the right to exclude for any reason or no reason at all any organization. Program open only to travel agents and organizations located in and organized under the laws of the United States or Canada. Proof that the organization validly exists and is a 501 (c) or other acceptable Non-Profit Organization is required. This program is subject to termination and an organization’s participation in the program is subject to termination at any time without notice. Fundraiser amenity is offered as part of the Group Amenities Plus (GAP) points program available on select ships & sail dates and may change at anytime. A minimum of 8 staterooms is required for a group booking. This is a capacity controlled program by ship and sail date, and may be withdrawn at any time. These amenities are for full paying guests and exclude third and fourth persons in a stateroom. Certain rules & restrictions apply. ©2009 Royal Caribbean Cruises Ltd. Ships registered in the Bahamas. 08013586 • 01/30/2009

“The Steve Redgrave Fund was delighted to be named as Royal Caribbean’s official charity partner in the UK. One of our highlights was benefiting from the spectacular inaugural cruise of Independence of the Seas®. Not only did this give the Steve Redgrave Fund a fabulous and successful fundraising opportunity, it also allowed us to thank some of our senior supporters in a really special way. All of this is essential if we are to continue to make a positive change in the lives of disadvantaged children and young in the UK through the power of sport and physical activity. We look forward to even greater success with Royal Caribbean Cruise Lines in the future, as we know that together we can really make a difference.”
Sir Steve Redgrave CBE - Commander, British Empire. Five Times Olympic Champion, The Steve Redgrave Fund. Great Britain, United Kingdom

“The experience that Michelle’s Place had through a fundraiser on Royal Caribbean was both profitable and an adventure! Our donors enjoyed the personal service provided by Royal Caribbean, including the private cocktail party they hosted for our group where we held a raffle prize drawing and shared our cruise stories with each other. We had about 24 cabins booked for our event and profited about \$7,000.00. We would certainly consider another cruising event with Royal Caribbean for future fundraising efforts.”
Kim Goodnough - Executive Director, Michelle’s Place, Breast Cancer Resource Center. Murrieta, California

“I specialize in fundraiser groups for Non-Profit Organizations. One of my most successful groups sailed to the Panama Canal in January 2008 and raised \$14,000 for their ministry. It felt so wonderful presenting the check to the priest knowing that they would be helping others in the community with it and that Royal Caribbean helped me make it happen!”
Alishah M. Kier - Large Groups Specialist, America’s Vacation Center Charlotte, North Carolina

“The special requests that come with group sailings were magnified several times when the group required special needs, as the Buddy Cruise had. Royal Caribbean accommodated every request, even flying someone in from Vancouver who had previous experience with special needs children. All of the families had a wonderful time, year’s Buddy Cruise. Buddy Cruise is a Non-Profit Organization that provides quality educational programs for families of Down’s Syndrome children. Royal Caribbean made everything so easy that we look forward to many years of Buddy Cruise sailings on the Royal Caribbean fleet.”
Sherry Leybovich ECCS, CIA - Owner, CruisePlanners Tampa/St. Petersburg, Florida

“This is an once-in-a-lifetime cruise for my husband and me. I would not be doing this if it were not a fundraising cruise for We Care Arts. I saw this cruise on the Travel Channel and it went to all the places we want to see in Europe. Our Travel Agency made it wonderful for us. They booked our flights, hotel stays and extra nights. I am really excited about it. As an Executive Director this is the kind of fundraiser I like. I don’t have to do much and we still will support the good work of We Care Arts.”
Terry Schalnaf - Executive Director, We Care Arts, Inc. Kettering, Ohio

“The key to all fundraiser programs is a heart of giving. You must have a desire to give back to your community. I look for ways I can help make money for their non-profit and help them raise funds through travel. Who wouldn’t want to cruise with friends and make money for their favorite charity? I have given as much as \$10,500 to a charity in Dallas, Texas.”
Nannette Gwaltney, ECC - President, Vacations By Design. San Antonio, Texas

