



## Carnival Cruising for Charity<sup>SM</sup>

Unique Fundraising Opportunities  
for Non-Profit Organizations

## “Fun Ship®” cruising makes fundraising easier.

As leaders in the cruise industry for over 30 years, Carnival Cruise Lines has also been a major supporter of many non-profit organizations, locally and nationally. We understand the importance and challenges of fundraising. We appreciate that your continued success depends on the hard work of dedicated people and the generosity of contributors. As a vital extension of our tradition of supporting charities, we have developed a program to enhance your fundraising efforts. With this program, you'll be able to raise much-needed funds and at the same time give supporters of your organization all the fun of a Carnival cruise vacation.



## It's a vacation that benefits everyone.

A Carnival cruise vacation is the perfect getaway for vacationers of every age and interest. And whether they bought their cruise to support your charity or won it in a fundraising event, they'll have the time of their lives, even guests who are physically challenged because our ships have a wide range of features to accommodate passengers with special needs. While aboard, guests enjoy superb meals, Vegas-style entertainment, a friendly casino, exciting activities and fascinating destinations. So, you can prepare a cruise program with complete confidence. And talk about flexibility! We have 3, 4, 5, 7, 8 day and longer vacations sailing from 19 ports of departure.



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## Every charity can benefit from Carnival cruises.

Here are just some of the non-profit organizations who have benefited from our program.

- Civic Groups
- Medical Research Groups
- Churches or Ministries
- Arts Organizations
- Other Charitable Fundraisers

Getting started  
is simple with  
this 4-step plan.



**First** Decide on the length of cruise for your group. Carnival offers 3-16 day cruise vacations.

**Second** Determine when you would like to cruise.



**Third** Ask your travel agent or Carnival representative which sailings offer our fundraising amenity.

**Fourth** Develop a plan to promote your special sailing. Carnival has a whole library of marketing collateral, including postcards, flyers and brochures, available for your use.



## Carnival's Matching Fund Plan and how it works.

With bookings of 8 staterooms, 16 guests or more, Carnival will match (donate) \$5 per guest, per day on your group's fundraising efforts: 3 day cruise, \$15 per guest; 4 day cruise, \$20 per guest; 7 day cruise, \$35 per guest, etc.

*Example:*

- The cost of your 3 day cruise is \$399 per guest
- Your non-profit organization marks up the cost of the cruise by \$15 or more (this is your participant's donation)
- You promote the cruise to your group at a cost of \$414

Carnival will match up to \$15 per guest on a 3 day cruise for a combined \$30 contribution (\$15 from the markup and \$15 from Carnival's match). That's \$30 per guest, or \$60 per cabin, that your group raises!

*Example:*

- The cost of your 8 day cruise is \$899
- Your non-profit organization marks up the cost of the cruise by \$60 (this is your participant's donation)
- You promote the cruise to your group at a cost of \$959

Carnival will match up to \$40 per guest on an 8 day cruise for a combined \$100 contribution (\$60 from the markup and \$40 from Carnival's match). That's \$100 per guest, or \$200 per cabin! Sell 20 staterooms, earn \$4,000; sell 50 staterooms, earn \$10,000.

## Raise even more money by earning free staterooms.

In addition to our matching funds, you can earn one free stateroom for every 15 staterooms sold. The dollar value of that stateroom will be based on the average value of staterooms sold (excluding miscellaneous charges). Using the 8 day example above, you would earn three free staterooms for every 50 booked. At an average value of \$760 per guest, based on double occupancy, you would earn an additional \$4,560 ( $\$760 \times 2 \text{ per cabin} \times 3 \text{ staterooms} = \$4,560$ )! This dollar amount can be contributed to your organization. Or you can raise additional funds through raffle ticket sales of "Fun Ship" cruises with these free staterooms being used by the winners.



*"We loved our HARC cruise on CARNIVAL SPIRIT. The service was excellent and everyone in our group had a great time. I was especially impressed by how spacious the balcony staterooms are. We raised money, had fun, and met lots of nice people. That's what I call a successful fundraiser."*

*Charless Whitham  
Greater Hartford Association  
for Retarded Citizens*



*"My goal was to simply fill 25 cabins. We sailed with 300 passengers in 140 cabins and raised \$32,000 for the church! The program works. My sales are the proof."*

*Amy Ford, CTC  
Gay Gillen Travel Designers  
Austin, TX*



*"We held our first fundraising cruise for Avon Breast Cancer Research in October 2003 and raised \$11,000. We have a second one scheduled for 2005. We've also scheduled a cruise to benefit the SIDS Foundation."*

*Joan Larsen  
Get Gone Cruises*

## We're here to help you have the biggest and best fundraiser ever!

Team up with Carnival and make your next fundraiser a major success! And remember:

- The more staterooms you book, the more you earn.
- You can use your free staterooms for raffles and sweepstakes.
- We're here to provide you with all the marketing tools you need.
- Carnival is "The World's Most Popular Cruise Line."<sup>SM</sup>



Examples shown on previous page are to be used as a guide only to demonstrate potential earnings and are not meant to be an actual quote. Rates vary depending on ship, sailing date, length of cruise and cabin category. Consult your travel agency for current rates and availability. This program is offered on selected sailing dates and may be withdrawn or modified at any time, subject to availability. The contribution check based on the actual number of staterooms that sail will be made payable to the non-profit organization and will be mailed to the travel agency after the sailing. Substantiation of the donations raised by the organization through the cruise promotion must be submitted at the time of final payment. The organization may choose to raise funds by marking up the group rate, or by taking the value of the free staterooms earned as their contribution, or both. Port charges not included in value of free staterooms earned. © 2004 Carnival Cruise Lines. All rights reserved. Ships' Registry: The Bahamas and Panama.

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