



Donations and Sponsorships Policy

Le Méga Parc is aware of the importance of getting involved in its community and is proud to participate and get involved with its people. Its involvement includes promoting fun with family members, respect, safety and mutual aid. Le Méga Parc is committed to the communities on its territory through support to enrich and encourage them. It is with this in mind that this policy was developed and will be the reference for the analysis of all requests for social involvement and sponsorships.

Through donations and sponsorships, we collaborate on initiatives that we believe are important and that are perfectly in line with the organization's mission and values.

Vision

Enable the whole family to enjoy unforgettable moments through a unique, safe and simply thrilling entertainment experience.

Mission

Entertain in a resolutely original way. Be a creator of memorable memories, smiles and pleasure.

Le Méga Parc has established a donations and sponsorships policy to ensure the sound management of the amounts allocated and thus guide its choices based on clear objectives.

Business objectives

Through the donations and sponsorships policy, we aim to achieve the following objectives:

- Enhance our local footprint
- Reach a family clientele
- Foster the increase of our customer traffic
- Enhance our entertainment offering and customer experience
- Maximize the benefits in relation to the amounts invested

Involvement in the community

The following actions will be carried out as a concrete contribution:

Donations to local community organizations

According to an annual budget envelope at the company's discretion, support local organizations, peripheral areas, through donations of gift cards or attraction access cards. To ensure equity, we are committed to rotating organization choices each year. No visibility is required, but it is appreciated.

Philanthropy / Major causes

Financial support, material contribution, exchange or partnership. The Mega Park will be involved in one major cause per calendar year. Financial support will be provided through the remaining points donation program on point cards unused by customers. The total annual remaining / unused points will be converted into cash and remitted to the foundation up to a maximum of \$10,000. Visibility from each of the parties will be established, in return.

Sponsorships

Financial support, material contribution, exchange or partnership, in return for an advertising promotion of our brand, our products, aimed at developing markets with our target customers. A plan in terms of visibility and activations will have to be established between the two parties.

Selection criteria

Donations to local community organizations

- Community organization on the periphery of Galeries de la Capitale
- Application form duly completed on the Mega Parc website one month before the event date

The decision will be communicated only to the selected organizations within two weeks of receipt of the request.

Philanthropy / Major causes

- Be a non-profit organization or have a charitable registration number
- Working with children
- Submit a full application with a communication and visibility plan

Sponsorships

- Be a non-profit organization

- Offer an outreach that allows us to reach our target clientele: families
- Submit a full application with a communication and visibility plan
- Present an innovative concept to promote the Mega Parc brand and meet our business objectives
- Promote the development of Mega Parc's activities