

OUR SPONSORSHIP CHARTER

PREAMBLE

ADS wants its sponsorship to be consistent with its missions and values, while at the same time setting an example and ensuring transparency.

The purpose of this charter is to consolidate and secure the partnership relations and the respective commitments of the sponsor and the beneficiary.

DEFINITION OF SPONSORSHIP

Sponsorship is defined as material or financial support provided without direct or indirect consideration by the beneficiary to a work or a legal entity for the exercise of activities of general interest.

It can be in cash or in kind.

SHARED VISIONS AND OBJECTIVES

The relationship between the sponsor and the beneficiary is based on a shared vision of the objectives of each project. The sponsor and the beneficiary take together the measure of the impact of their actions.

CRITERIA OF ATTRIBUTION

To be eligible for sponsorship, the beneficiary must defend values similar to those of the sponsor, in particular the accessibility of young people to winter sports activities, the preservation of the territory and the mountain heritage, and the development of the cultural appeal of the territory.

TRANSPARENCY / ALLOCATION OF CONTRIBUTIONS

The beneficiary undertakes to respect the allocation of the allocations provided for in the signed agreement. The beneficiary shall be transparent in the use of its allocations.

RESTRICTIONS RELATING TO THE NATURE OR SITUATION OF BENEFICIARIES

The beneficiary undertakes not to accept any other sponsorship or to commit any action that is in contradiction with the laws in force, good morals and the values of the sponsor.

NON-COMPETITION AND CONFIDENTIALITY

The beneficiary may be supported by other partners, provided that they are not competitors of the Sponsor. The beneficiary undertakes to respect, subject to legal obligations, the confidentiality of all and information exchanged between the sponsor and the beneficiary.

INDEPENDENCE

The beneficiary retains full freedom of action and remains free to decide on the content of its project.

The sponsor respects the beneficiary's project, its strategic choices and its know-how.

IMAGE/COMMUNICATION

The beneficiary shall avoid directly or indirectly damaging the reputation and image of ADS and/or the ski area of Les Arcs/Peisey-Vallandry.

The beneficiary undertakes to mention the partnership with the sponsor on all communication media related to the beneficiary or its action and, in particular, to reproduce the sponsor's logo on all written documents related to the project: invitations, posters, leaflets, banners, press kits, website and social networks of the beneficiary.

COUNTERPARTY

The benefit of the sponsorship will not be questioned if there is a marked disproportion between the sums donated and the value of the consideration granted by the beneficiary.

STATEMENT

The beneficiary undertakes to be in compliance with the tax authorities.

FORMALISATION AND APPLICATION

An agreement is established between the sponsor and the beneficiary to which the present charter must be annexed. The application takes effect from April 1st 2022.

