

## ATTACHMENT B

### Opportunities and benefits in exchange for partnership and sponsorship

We are proposing a joint participation to companies wishing to share the mission, values and objectives of this initiative and link their own brand name with this event, which will guarantee a corporate presence alongside the Ministry of Cultural Heritage and Activities and Tourism.

#### *Company investments*

In view of the different participation packages described, we have identified the following levels of possible investments by the Companies:

**SPONSORSHIP:** € 40,000 fixed contribution

**MEMBERSHIP:** from € 50,000 to € 100,000

**PARTNERSHIP:** from € 100,000 to € 200,000

#### *Benefits for the Companies and participation packages*

Guide lines, strategies and possible benefits and image return, which will inspire the relationships between investors and supporters are provided herein by way of example, since the opportunities offered for visibility are numerous.

We are speaking of strategies and guide lines, as the vast number of diverse opportunities for public exposure will enable specific agreements to be made according to the institutional and communication requirements of each corporate enterprise.

It is agreed that the opportunities of visibility, the benefits of communication and customised services proposed herein will be defined according to the communication and development strategies of the Companies taking part in the initiative, and will have to be agreed upon together with the Ministry and with the host Institution.

#### **SPONSORSHIP: € 40,000**

By offering a sponsorship contribution, the Sponsor Company will become part of the Supporters' Committee set up at the Ministry of Cultural Heritage and Activities and Tourism. The objective is to create a group of at least 10 Companies who will represent Italian businesses nationwide. This contribution will be used to implement the exhibition projects and provide not only all the related activities to be held at the National Museum of China in Beijing - Tiananmen Square, but also the exhibition projects on Chinese civilisation and culture at the National Museum in Palazzo Venezia in Rome. Furthermore, in synergy with the Ministry for Foreign Affairs, the Embassy and the I.C.E. (Italian Institute for Foreign Trade) offices in Beijing, the Ministry will be willing to create opportunities to meet Chinese entrepreneurs and public and private Institutions. These meetings will be reserved as a chance for Members of the Supporters' Committee to encourage and create new relationships and development opportunities.

#### *Visibility in the promotion and communication plan*

The name and logo of the Sponsor Company will be given full recognition in every communication connected with the exhibitions in Italy and in China (in particular: advertisements and announcements, posters, press pack, catalogue and invitations, signage) by means of the following sentence:

*The exhibition is organised by (name of the cultural Institutions), in collaboration with (name of the cultural partner).*

- Visibility (Name and Logo) on the website and in the newsletter of the Italian Ministry of Cultural Heritage and the National Museum of China (if possible, in compliance with the regulations of the Chinese cultural institutions) and in all the campaigns on the Internet.

- Recognition of the Company name in all communications linked to the exhibitions in Italy and in China (newsletter and other initiatives) (logo, according to the cultural institution communication policy of the NMC).

- Implementation and participation in connected events

- The right of the Company's senior management to take part, at its own expense, in the institutional events planned. For example, the press conference and launch events in Italy and China.

- Discounts, where possible, on the purchase of tickets for Company Guests, Customers and/or Employees, to be agreed on for the exhibition projects in Italy and China.
- Possibility to invite guests (entry tickets) for the exhibition projects in Italy and China. (The number of designated tickets will be agreed upon and established in the contract.)
- Live link to the Company's website. The project logo and relevant portal links should, in turn, appear on the websites of the supporting Companies.

**MEMBERSHIP:** from € 50,000 to € 100,000

In addition to the Sponsorship package, special attention will be paid to communicate the reasons which motivated the Company to join the initiative and to create a coherent communication campaign, in order to guarantee high profile visibility of the member company.

In addition to the benefits designated for the Supporters' Committee, Member participation offers the Company the opportunity to select one or more events in line with its own communication strategies and guarantees customised priority services to suit the events identified by the Company (Membership does not grant exclusive right to the events).

*Visibility in the promotion and communication plan*

In addition to what is included in the Sponsorship package:

- Name of the Member Company included on all hard copies of materials produced by the Ministry of Cultural Heritage and Activities and Tourism, by the State Administration for Chinese Cultural Heritage and by the National Museum of China for the exhibition projects implemented in Italy and in China.
- Logo of the Member Company included on all online and offline communication, commercialisation and promotion material produced (with all the possible restrictions envisaged by the host institution).
- Specific customised advertising spaces for the Company, to be included, where possible, in the online and offline Communication Materials produced.

*- Implementation and participation in connected events*

In addition to what is included in the Sponsorship package:

- Customised areas where the events are being held both in Italy and in China (where permitted by the host institutions), using specific communication support designed by the company at its own expense.
- Opportunity to organise social events, guided tours, previews, meetings, etc. during the events both in Italy and China. Any costs will be at the sponsor's expense.

**PARTNERSHIP:** from € 100,000 to € 200,000

In addition to the benefits designated for the other supporters, the main sponsor Company will be offered customised services and the opportunity to identify an exclusive, strategic event.

*Visibility in the promotion and communication plan*

In addition to what is included in the Sponsorship and Membership packages:

- The logo of the Sponsor Company, as exclusive Main Sponsor, will be matched with the name of the selected event. The company will become the organising sponsor of that event. A communication designed and studied in coordination with the Company image will be developed as a result.
- The logo associated with the qualification of Presenting Sponsor will be included on all online and offline communication materials produced for the event selected by the Company. This will be an opportunity to develop an advertising campaign using the selected event title together with its own logo. Production costs will be at the Company's expense.
- Opportunity to organise promotional events for the Company. e.g. conferences and debates, etc. The relevant costs of the organisation will be at the Company's expense.

*- Implementation and participation in connected events*

In addition to what is included in the Sponsorship and Membership packages, events designed exclusively for Guests of the Sponsor Company will be identified within the selected event and a special customised invitation will be produced.

- Opportunity (to be checked, in compliance with the regulations of the host institutions) to organise events designed exclusively for Sponsor Company guests in the reception areas in the National Museum of China in Beijing (restaurant, cafeteria, bookshop, theatre, auditorium, other rooms and adjoining areas) and in the reception areas of the National Museum in Palazzo Venezia in Rome (historic rooms, loggias) with a special, customised invitation. Any costs will be at the Sponsor's expense.
- Opportunity to propose the production of a product line (merchandising) which will be manufactured (under licence from the MiBAC-Ministry of Cultural Heritage and Activities) by the host institutions.
- Opportunity to produce and sell museum merchandising (Made in Italy). The production and commercialisation of museum merchandising Made in Italy will be regulated and governed by framework agreements established between MiBAC, the host institutions and the sponsor.
- Opportunity to customise the areas in which the event selected by the Company will be held, by means of specific communication support made by the Company at its own expense.