

### **Why support the arts?**

Commercial companies in Europe are increasingly aware that to invest in your community is to invest in your business. This is why they are forming mutually beneficial sponsorship relationships with arts organisations. The arts offer a unique opportunity to contribute to the creativity of our society. Supporting a cultural organisation is a wonderful way to contribute in an important way to the flourishing of cultural life in Cyprus and the cultural education of its youth.

### **Arts sponsorship also offers a number of commercial benefits:**

- Opportunities for enhancing your company's brand profile and public image through association with world class culture events
- It has been proved that classical music listeners and art lovers are people who really appreciate quality
- Build relationships with this attractive segment of your target audience by demonstrating your company values excellence, creativity and investing in the cultural education of society
- Our events offer occasions for entertaining your valued clients at a variety of music and art events that feature some of the world's leading artists
- Your personnel will also receive the benefit of sponsorship through staff discounts at Pharos events.

**The [Corporate Supporters Benefits Scheme](#) on the next page demonstrates the various ways with which your company can collaborate with the Pharos Arts Foundation and how your contribution will be recognised. We would be delighted to meet you in person and discuss your requirements in more detail so that your benefits and publicity package will meet the specific requirements of the company you represent, for example:**

### **Targeted sponsorship**

Companies can choose to support a specific concert of particular interest. Sponsoring specific events offers an attractive opportunity to reach a specific target audience or associating yourself with the promotion of the music or art of a country with which your company has important connections. In addition, it contributes to the education of the next generation of Cypriots by sponsoring our community

### **Music Education Programme**

If you are interested in supporting the most vital part of our activities, youth development and music education, we would be delighted to discuss our forthcoming programmes with you and provide detailed accounts and expenditure estimates of the events that you wish to sponsor.

### **Endowment funds**

The Pharos Arts Foundation accepts monetary contributions designated for the funding of a given expense or one of its specific programmes or projects. Supporters can also set up endowment funds which will benefit the Pharos Arts Foundation in perpetuity. The income from such a fund is used to support the purpose designated by the donor or by the management of the Pharos Arts Foundation to cover a recurrent expense. See examples below.

### **Support in kind**

The Pharos Arts Foundation is happy to accept contributions in kind. Most contributions of this type are for office equipment or costs associated with specific events. Sponsorship in kind offers an opportunity to advertise and increase awareness of your product in a very effective way. Contributors are visibly acknowledged in printed materials or at the venue depending on the type of contribution. Contributions in kind of services or materials are recognised as the equivalent of their monetary value and are acknowledged in the same fashion as other contributions.

### **Donations of assets**

The Pharos Arts Foundation is happy to accept donations of assets such as shares, bonds and property, which may be sold and reinvested in agreement with the donor for a pre-agreed funding purpose. Examples include: Provision of musical instruments or other equipment, provision of video/audio/photographic services or materials, provision of computer equipment, provision of office equipment, purchase of a work of art on a regular basis, funding residencies for visiting artists, writers and composers.

### **Tax deductions**

Contributions are fully tax deductible under Cyprus law. All contributions can be deducted in their entirety from the supporter's annual income tax. The Pharos Arts Foundation is a Cyprus registered charitable Pharos Arts Foundation registered with the Supreme Court of Cyprus by Deed No 91 deposited in the Supreme Court.

## CORPORATE SUPPORTERS BENEFITS 2019

### ■ CORPORATE CONTRIBUTORS (From €3,000)

**A Corporate Contributor of the Pharos Arts Foundation confers the following benefits:**

- Company LOGO to appear on: Print Advertisements & Tickets of 2 events and TV Commercial of 1 event
- Company ADVERTISEMENT (A4, full-page, colour) to appear in the Concert Booklets of 2 events
- Company ADVERTISEMENT (A4, full-page, colour) to appear in the end-of-the-year Review Publication
- 8 complimentary Ticket Vouchers to be used at any concert throughout the year

### ■ COPROPRATE SPONSORS (From €5,000)

**A Corporate Sponsor of the Pharos Arts Foundation confers the following benefits:**

- Company LOGO to appear on: Print Advertisements & Tickets of 5 events and TV Commercials of 3 events
- Company ADVERTISEMENT (A4, full-page, colour) to appear in the Concert Booklets of 5 events
- Company ADVERTISEMENT (A4, full-page, colour) to appear in the end-of-the-year Review Publication
- 16 complimentary Ticket Vouchers to be used throughout the year
- Preferential seating for Board members

### ■ THE PHAROS CORPORATE CIRCLE (From €8,000)

**A Pharos Corporate Circle of the Pharos Arts Foundation confers the following benefits:**

- Company LOGO to appear on: Print Advertisements of 10 events, TV Commercials & Tickets of all events, Banners & Billboards of all large scale events
- Company ADVERTISEMENT (A4, full-page, colour) to appear in the Concert Booklets of 10 events
- Company ADVERTISEMENT (A4, full-page, colour) to appear in the end-of-the-year Review Publication
- A Company FEATURE in the Pharos Review Publication (upon request)
- Publicity Material / Products of Company to be displayed during all events (upon request)
- 4 complimentary Tickets for each concert
- Preferential seating for Board members
- Private preview of concert rehearsals, educational concerts, exhibitions, as well as opportunities to meet with the artists for Company's personnel and valued customers

### ■ CORPORATE PATRONS (From €20,000)

**A Corporate Patron of the Pharos Arts Foundation confers the following benefits:**

- Company LOGO to appear on: Print Advertisements, TV Commercials & Tickets of all events and Banners & Billboards of all large scale events
- Company ADVERTISEMENT (A4, full-page, colour) to appear in the Concert Booklets of all events (cover or inside back cover)
- Company ADVERTISEMENT (A4, full-page, colour) to appear in the end-of-the-year Review Publication
- Company PROFILE in all Concert Booklets (upon request)
- A Company FEATURE in the Pharos Review Publication (upon request)
- Creation of Banner with Company advertisement in the foyer of venue for all concerts (upon request)
- Publicity Material / Products of Company to be displayed during all events (upon request)
- Copies of the audio recording of the event sponsored by the Company, for Company's personnel and clients (upon request)
- 6 complimentary Tickets for each concert
- Preferential seating for Board members
- Private preview of concert rehearsals, educational concerts, exhibitions, as well as opportunities to meet with the artists for Company's personnel and valued customers

In addition to the above benefits, all corporate sponsors receive:

- Company NAME to be acknowledged on the Foundation's website, in the end-of-the-year Review Publication and all Concert Booklets
- Company LOGO to appear on Foundation's website with hyperlink to Company's Website
- Invitations to after-concert receptions
- 20% DISCOUNT on tickets and Pharos' publications / art-catalogues for Company personnel
- 25% - 35% DISCOUNT on commercial CDs by participating artists, sold at events for Company Personnel
- 10% DISCOUNT on books at the Moufflon Bookshop, Nicosia for all Company personnel
- Advance notice of forthcoming events and film screenings through post and/or Email
- 10 highlights CDs of Pharos concerts
- Complimentary Concert Booklet for all concerts for all Company personnel
- Complimentary copies of the end-of-the-year Review publication

*The benefits above are not binding to the Pharos Arts Foundation and some may not be fulfilled should unforeseen circumstances occur*