



**CORPORATE  
SUPPORTERS  
BENEFITS 2021**

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# WHY SUPPORT THE PHAROS ARTS FOUNDATION?

## WHY SUPPORT MUSIC & 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. Knowledge and culture create successful societies. The cultural sector (not to be confused with the entertainment industry) offers a unique opportunity to give back to the society of our island in a meaningful way. By supporting a historical private organisation like Pharos, you will contribute to the flourishing of culture, music and the arts in Cyprus and to the well-being of its people.

## ARTS SPONSORSHIP ALSO OFFERS A NUMBER OF COMMERCIAL BENEFITS:

- Opportunities for enhancing your company's brand profile and public image by being associated with world class cultural 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 that your company values excellence and creativity, thus it invests in the cultural enrichment of our society
- The Pharos concerts, which feature some of the world's leading soloists can truly be an entertaining and inspiring experience for your valued clients
- Your personnel will also receive the benefit of sponsorship through staff discounts at Pharos events.

## WHY SUPPORT THE PHAROS ARTS FOUNDATION?

Commitment to artistic excellence and the creative process is the Pharos Arts Foundation's mission and it is because of this commitment that it has gained an international reputation. Pharos has set an unparalleled standard for itself. Inaugurated in 1998, it was the first active exponent of classical / chamber music in Cyprus, and it has been a remarkable pioneer in shaping the country's cultural infrastructure: It was the Foundation that initiated in Cyprus the first ever chamber music festival, the first ever contemporary music festival and the first music-education programme. As a non-profit organization, the Pharos Arts Foundation is directly dependent on private sponsorship for the continuation of its programmes and for maintaining the high standard of its activities.

## TARGETED SPONSORSHIP

Companies can choose to support a specific concert of particular interest. Sponsoring specific events offers is an intelligent way to reach a specific target audience or perhaps associate yourself with the promotion of the music or the arts of a country with which your company has important connections. We would love to receive your ideas!

## 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 educational activities with you and to provide detailed accounts and expenditure estimates of the events that you wish to sponsor.

## ENDOWMENT FUNDS

Pharos 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 Foundation in perpetuity. The income from such a fund is used to support the purpose designated by the sponsor or by the management of the Pharos Arts Foundation to cover a recurrent expense.

## SUPPORT IN KIND

Pharos graciously accepts donations of goods and services. 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. Contributions in kind are recognised as the equivalent of their monetary value and are acknowledged in the same fashion as other contributions.

## DONATIONS OF ASSETS

The 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.

## LEAVE A LEGACY OF INSPIRATION

Create a legacy of inspiration by offering a gift of love through music. By including such an inspirational gift in your will, your legacy can be continued forever and future generations will have the privilege in experiencing music of the highest quality as you do now.

## 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 trust.

# CORPORATE SUPPORTERS

## BENEFITS 2021

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

- Company LOGO on: ▪ Print Advertisements & Tickets of 2 events ▪ TV / Web Commercial of 1 event ▪ Banner of 1 event
- Company ADVERTISEMENT in: Concert Booklets of 2 events
- Company ADVERTISEMENT in: the end-of-the-year Review Publication
- 8 complimentary Ticket Vouchers for any concerts throughout the year

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

- Company LOGO on: ▪ Print Advertisements & Tickets of 5 events ▪ TV / Web Commercials of 2 events ▪ Banner of 1 event
- Company ADVERTISEMENT in: Concert Booklets of 5 events
- Company ADVERTISEMENT in: the end-of-the-year Review Publication
- 16 complimentary Ticket Vouchers for any concerts throughout the year
- Preferential seating for Company Board members / Personnel / Clients

### ■ THE PHAROS CORPORATE CIRCLE (From €10,000)

- Company LOGO on: ▪ Print Advertisements & Tickets of 8 events ▪ TV / Web Commercials of 2 events ▪ Banners of 2 events
- Company ADVERTISEMENT in: Concert Booklets of 8 events
- Company ADVERTISEMENT in: the end-of-the-year Review Publication
- Company PROFILE in: Review Publication (upon request)
- Company Promotional Material to be displayed during events (upon request)
- 4 complimentary Tickets for each concert or 40 tickets for a selected event
- Preferential seating for Company Board members / Personnel / Clients
- Private preview of concert rehearsals, educational activities, exhibitions for Company Board members / Personnel / Clients

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

- Company LOGO on: ▪ Print Advertisements, Tickets, TV / Web Commercials, Banners & Billboards of all events
- Company ADVERTISEMENT in: Concert Booklets of all events (back-cover or inside back-cover)
- Company ADVERTISEMENT in: the end-of-the-year Review Publication
- Company PROFILE in: all Concert Booklets (upon request)
- Company PROFILE in: Review Publication (upon request)
- Company Promotional Material to be displayed during events (upon request)
- Company Banner to be displayed during events (upon request)
- 6 complimentary Tickets for each concert or 60 tickets for a selected event
- Preferential seating for Company Board members / Personnel / Clients
- Private preview of concert rehearsals, educational activities, exhibitions for Company Board members / Personnel / Clients

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### 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
- Complimentary Concert Booklets for invited Company Board members / Personnel / Clients

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

### BECOME A "PHAROS AMBASSADOR OF EDUCATION"

Are you a young entrepreneur, scientist or professional? Do you own or manage a very small business or start-up or perhaps another non-profit foundation, which cannot fiscally correspond to the above sponsorship plans but still embraces our vision? You can still contribute to the important work of the Foundation, and subsequently to our society, by donating a fixed amount of only €1000 per annum or €100 per month for the duration of one year! With this package, designed exclusively for young entrepreneurs and very small local businesses, your brand will be given the opportunity to become a **Pharos Ambassador of Education**, and will help us sustain our Music Education Programme, which is the groundwork of all our activities. The Programme presents a number of educational concerts, master-classes and workshops throughout the year, and it has so far benefited over 75.000 students from Cyprus at absolutely no cost to them or to the state. Special recognition will be given in the Concert Booklets of all the Pharos events and on the Foundation's website, and we will be happy to tailor-make a number of benefits to help you promote your business further. Your ideas are welcome, please do share them with us!

For more details and ideas on Corporate Sponsorship, please contact:

**Pharos Arts Foundation**

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*The Pharos Arts Foundation is a Cyprus Registered Charitable Trust S.C. 91*

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