



**SPONSORS &
SUPPORTERS
BENEFITS 2023**

INDIVIDUAL SUPPORTERS

WHY SUPPORT PHAROS?

WHY SUPPORT CULTURE?

Knowledge and culture create successful societies. The cultural sector (not to be confused with the fast-entertainment industry) offers a unique opportunity to contribute to the well-being of our society in a meaningful way. By supporting a historical private organisation like Pharos, you will contribute to Cyprus' cultural development as well as intellectual and artistic growth.

THERE ARE HUNDREDS OF CHARITY FOUNDATIONS TO CONTRIBUTE TO. WHY SHOULD I CHOOSE ONE THAT FOCUSES ON CLASSICAL MUSIC?

Unfortunately, the state mechanisms all over the world do not recognise the vital role of music and the arts in shaping a country's social and economic growth, until it is too late. Music and the arts are still considered a luxury and are the first to see cuts in their budget. They are neglected at our peril. The nurturing of aesthetic experience is nevertheless at the core of our evolution as human beings. At Pharos, we strongly believe that in these difficult and dangerous times, the cultivation of such values in our lives is more crucial than ever. Since antiquity, music has been considered the most supreme form of art and science as well as the most genuine expression of the human soul and spirit. Its support should never be considered a luxury but a necessity and an ethical responsibility. Our society can and must afford a cultural standard by which quality music is given the space and freedom to exist and inspire.

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, which is unprecedented for Cyprus. Inaugurated in 1998, Pharos 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. Pharos aspires to be a beacon of light against the barbarism of the entertainment industry and seeks to offer a space for cultural expression that is an uncompromising search for authenticity and meaning. 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. We regard our supporters as philanthropists in the finest sense of the word.

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.

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 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

As a non-profit organisation, Pharos graciously accepts donations of goods and services. Most contributions of this type are for office equipment or costs associated with specific events. 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. Contributions in kind are recognised as the equivalent of their monetary value and are acknowledged in the same fashion as other contributions.

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.

INDIVIDUAL SUPPORTERS

BENEFITS 2023

■ CONTRIBUTORS (€100 for single membership or €150 for couple membership)

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

- 25 – 30% discount on all standard tickets
- 20% discount on Pharos publications / art-catalogues
- 30% discount on commercial CDs by participating artists, sold at events
- 10% discount on books at the Moufflon Bookshop, Nicosia
- Advance notice on forthcoming events through post and/or Email
- Over the phone Ticket Reservations
- Invitations to after-concert receptions
- Recognition in the Sponsors' page on all Concert Booklets, on the Pharos website and in the end-of-the-year Review Publication
- Two (or four for couple) complimentary ticket voucher(s) to be used at any Pharos concerts throughout the year

■ SUPPORTERS (from €250 for couple membership)

A Supporter is entitled to all the benefits of Contributor membership (couple), plus:

- Voucher for one complimentary commercial CD by participating artists, sold at events
- Complimentary Concert Booklet for all concerts
- Six complimentary Ticket Vouchers to be used at any Pharos concerts throughout the year

■ THE PHAROS CIRCLE (From €500 for couple membership)

The Pharos Circle membership confers all the benefits of the Supporter membership, plus:

- Complimentary tickets to all the concerts of the Pharos Chamber Music Festival
- Complimentary tickets to all the concerts of the Pharos Contemporary Music Festival
- Priority seating when booking is confirmed
- Private preview of concert rehearsals, educational concerts, exhibitions (upon request)
- 20% discount on books at the Moufflon Bookshop, Nicosia
- Advertisement of the member's business / organisation / charity in the concert booklet of one event (upon request)
- Voucher for three complimentary commercial CDs by participating artists, sold at events

■ PATRONS (From €1.000 for couple membership)

Patrons receive all the Pharos Circle benefits as well as additional individually tailored benefits including:

- Complimentary tickets to all the events
- Advertisement of the Patron's business / organisation / charity in the concert booklets of two events (upon request)
- Voucher for four complimentary commercial CDs by participating artists, sold at events.
- A Complimentary Hotel Room (double) for one night during the Pharos Chamber Music Festival

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

Please return the form to **Pharos Arts Foundation, P.O. Box 21425, 1508 Nicosia, Cyprus.** E-mail: info@pharosartsfoundation.org

Name.....

Address.....

Post Code.....

City.....

Tel. No..... Fax No..... E-mail.....

I wish to make a contribution of €:..... to the Pharos Arts Foundation ☐ I wish to receive information via email only

Contribution Method:

■ Cash ■ Cheque (made payable to Pharos Arts Foundation) Bank:..... Cheque No:.....

■ Credit Card: American Express / Visa / MasterCard / Diners (please circle one)

No:..... Expiry Date:..... CCV2 Code:.....

Name on Card:..... Signature:.....

■ Bank's Standing Order / Direct Debit: For your convenience, you may instruct your bank to create a Standing Order for an Annual Contribution to the Pharos Arts Foundation. Please send Pharos a copy of the Standing Order/ Direct Debit.

Bank Details: Pharos Arts Foundation, Hellenic Bank Branch 106, IBAN: CY72 0050 0106 0001 0610 G420 1801, Account No. 106-10-G42018-01, Swift BIC: HEBACY2N

Bank:.....

Date of first Contribution:.....

CORPORATE SPONSORS

WHY SUPPORT PHAROS?

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 (unlike the fast-entertainment industry) presents an exceptional opportunity to give back to the society of our island in a beneficial 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.

SUCH SPONSORSHIP ALSO OFFERS A NUMBER OF COMMERCIAL BENEFITS:

Socially responsible companies cultivate positive brand recognition, increase customer loyalty, and attract top-tier employees

- Opportunities for enhancing a company's brand profile and public image by being associated with world class cultural events
- Expand your target audience by establishing authority in a niche market. It is a proven fact that classical music listeners and art lovers are customers who really value quality and trust.
- Establish credibility and increase brand awareness by demonstrating that your company values excellence and creativity, thus investing 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. Take advantage of offering them complimentary / discounted tickets to the concerts and other events.
- Express your gratitude to your personnel by offering them complimentary / discounted tickets as part of your employee-recognition programme.

WHY SUPPORT THE PHAROS ARTS FOUNDATION?

Pharos has gained an international reputation by setting an unparalleled standard for itself. Since 1998, it has been a leading pioneer in shaping the country's cultural infrastructure: It initiated the first ever annual chamber music festival in Cyprus (2001), the first ever annual contemporary music festival (2009) and the first all-year-round music-education programme (2006). The Pharos Arts Foundation is an independent, non-profit, charitable foundation and as such, it genuinely relies on private sponsorship for the continuation of its important programmes and 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

Let your brand be the force behind tomorrow's big changes by nurturing our youth. Pharos' Music Education Programme includes a series of educational concerts, master-classes, workshops, and lectures, as well as a Residency programme. The aim of the programme is not to raise a society of musicians but to enhance young people's perception and ability in prioritisation through music. Pharos has so far benefited over 75.000 students at no cost to them or to the state!

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.

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 2023

■ COPRORATE SPONSORS (From €5,000)

- Company LOGO on: Print Advertisements, Posters, Video Commercials, Social Media Stories, Tickets of 4 events
- Company ADVERTISEMENT in: Concert Booklets of 4 events
- Company ADVERTISEMENT in: the end-of-the-year Review Publication
- 16 complimentary Tickets to be used for any concerts throughout the year

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

- Company LOGO on: Print Advertisements, Posters, Video Commercials, Social Media Stories, Tickets of 8 events
- Company LOGO on: Banners of 1 event
- 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)
- 4 complimentary Tickets for each concert

■ PHAROS CORPORATE PATRONS (From €20,000)

- Company LOGO on: Print Advertisements, Posters, Video Commercials, Social Media Stories, Tickets, Banners of all events
- Company LOGO on: Banners of 2 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: Review Publication (upon request)
- Company PROFILE in: Concert Booklets of all events (upon request)
- Company featured as the Major Sponsor of a Pharos Festival (Chamber or Contemporary) or the Education Programme
- Company featured as the Only Sponsor of 1 event, and offered 50 complimentary seats for valued customers and personnel
- Company banner and promotional material to be displayed during all events (upon request)
- Private preview of rehearsals and educational activities for Company Board Members / CEOs
- 6 complimentary Tickets for each concert

IN ADDITION TO THE ABOVE BENEFITS, ALL CORPORATE SPONSORS RECEIVE:

- Company NAME to be acknowledged on Pharos website, end-of-the-year Review Publication and all Concert Booklets
- Company LOGO to appear on Pharos website with hyperlink to Company's Website
- Preferential seating for Company Board Members / CEOs
- Invitations to after-concert receptions
- 20% DISCOUNT on Pharos' publications / art-catalogues for all Company Personnel
- 30% DISCOUNT on commercial CDs by participating artists, sold at events for all Company Personnel
- 10% DISCOUNT on books at the Moufflon Bookshop, Nicosia for all Company Personnel
- Complimentary Concert Booklets for Company Board Members / CEOs

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



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

Pharos Arts Foundation

304 Ermou St, 1017, Nicosia, Cyprus

Tel: +357 22663871 Email: info@pharosartsfoundation.org

Website: www.pharosartsfoundation.org

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