

SPONSORSHIP PROCEDURE
FOR FBK ORGANIZED EVENTS

Adopted with resolution no. 04/2017 of the Head of the Digital Communication and Big Events Unit dated June 19, 2017.

Updated with resolution no. 07/2023 of the Head of the Communication and External Relations Service dated June 6th, 2023.

PRELIMINARY REMARKS

Fondazione Bruno Kessler counts among its institutional activities the organization of scientific and communication events for the promotion of research activities.

In order to ensure the financial sustainability of the events and maximum visibility of the initiatives, including through the structuring of partnerships, the Foundation may receive forms of sponsorship for the events organized.

Sponsorships are divided into 4 categories:

- 1. FINANCIAL SPONSORSHIP:** disbursement of an agreed sum of money for the benefit of the event by an entity outside FBK (sponsor). Such sponsorships consist of a series of benefits that the sponsor can receive and which, based on the amount, are divided into different categories (usually as set out in the document called "**Sponsorship Package**" - see attachment).
- 2. TECHNICAL SPONSORSHIP:** a tangible good or service in exchange for agreed benefits (e.g.: supply of gifts, discounts on venues or services, etc.) based on an agreement between FBK and the partner. In this case, no disbursement of sums to FBK is expected.
- 3. VOLUNTARY INITIATIVE:** Voluntary proposal to sponsor an event by an entity or company, without there being a financial or technical Sponsorship Package of reference.
- 4. FREE DONATION:** sum of money or goods that are granted by a donor without requesting anything in return (such disbursements are not subject to VAT and therefore do not require the issuance of an invoice by FBK).

1. ACTIVATION of contacts with sponsors

In the case of multi-year events, organized in several previous editions, there are usually recurring contacts with reference companies and institutions that are transmitted to FBK by the previous organizers. The FBK scientific promoter of the event is responsible for contacting the FBK team in charge of organizing the event or putting it in touch with the contact persons of the companies/institutions to agree and finalize the sponsorship on the basis of the Sponsorship Package drawn up.

In the case of a first-time event, the FBK scientific promoter, in consultation with the scientific committee, identifies the list of possible sponsors, based on the content and topics of the event. The promoter will then make an initial exploratory contact proposing the Sponsorship Package identified and, in case of interest, will send the Sponsorship Agreement.

2. Sponsorship PACKAGE

The Sponsorship Package is the document that contains information relating to:

- **content** (cover letter, topics, brief overview of the event and the prestige the sponsorship could accord, opportunities for potential sponsoring entities);
- **general information about the conference** (e.g., program, location, etc.);
- **sponsorship prospectus:** contains a number of sponsorship categories with different amounts and benefits, quantified and determined based not only on past events, but also on the possible sponsors of reference, logistics and overall organization of the event (e.g.: possibility of having exhibition booths or not). Usually there are 3 or 4 main categories (bronze, silver, gold, platinum) and a number of "a la carte" sponsorships (e.g.: sponsorship of the social dinner, possibility of providing gifts for participants, etc.). It contains, for each level, the maximum number of acceptable sponsors, the amount requested, and details of the benefits provided;
- **"à la carte" sponsorship opportunities** (all benefits are listed and the sponsor can combine them to obtain the solution that best suits their needs);

information on the tax treatment of sponsorships, where applicable;

- **any information regarding exhibits**, where applicable;
- **main deadlines** for signing the sponsorship, for sending any materials to be included in the participants' bag, etc.;
- **cancellation policy**: in case a sponsor changes their mind and decides they do not want to sponsor the event, deadlines are defined to be met depending on which both the possibility of withdrawing the commitment made and of refunding the amount paid change.

The Sponsorship Package is usually also made public on the event website in special sponsorship section.

3. BENEFITS for the sponsor

The benefits provided for the sponsor vary depending on the type of event. By way of example, one or more of the following benefits may be granted depending on the sponsorship type signed:

- one or more free registrations to the event;
- sponsor's logo on the event's communication materials and/or gifts and/or printed materials/installations;
- display of the logo on the event's official website;
- sponsor's materials in the participants' bag or folder;
- exhibition booth during the event;
- publicity and/or logo in the book of abstracts/proceedings;
- support for a social event (short speech, logo on installations);
- dedicated slot within the conference program for a short speech;
- banners, roll-ups or other supports with the sponsor's logo strategically placed at the event location or during a social event.

In some cases, it is possible that a sponsor will waive the benefits provided in the package selected (e.g., waive sending materials or setting up a booth) or may wish to contribute to the event without any benefits in return.

4. FINALIZATION of sponsorship (Sponsorship Contract)

The sponsor confirms its willingness to sponsor the event by completing and sending to the Organizing Team the "Sponsorship Contract," a document that contains:

- data and contacts of the entity/company, including the contact person for the entity/company;
- name of the sponsored event;
- details about the sponsorship (type, amount or service provided, agreed benefits);
- commitments and statements of the entity/company;
- signature.

Fondazione Bruno Kessler has adopted the "Organization, Management and Control Model" pursuant to Legislative Decree no. 231/2001 and a Code of Conduct, whose provisions, insofar as they are compatible, the sponsor must abide by in the execution of the Contract.

5. Sponsorship PAYMENT

Upon receipt of the Sponsorship Contract from the sponsor, the Events Team transmits the document to the FBK Administration Service, which issues the invoice for payment of the agreed amount (where applicable).

The Administration Service is responsible for checking that payment has been made and sending any reminder or activating the procedures provided for in case of unpaid invoices.

Attachments:

1. Sponsorship Package sample
2. Sponsorship Contract sample

ATTACHMENT 1 to the Sponsorship Procedure: Sponsorship Package sample

Dear xxx/Company xxx,

we are pleased to inform you that the event/conference (EVENT NAME) IS TAKING PLACE FROM (DATE) to (DATE) at/in (EVENT VENUE). The event topics are (EVENT DESCRIPTION) and we expect the participation of local/national/international (EXPECTED N. OF PARTICIPANTS) participants.

We are getting in touch to investigate any possible interest in becoming a sponsor of the event. Before, during and after the event, sponsors will be granted great visibility on the official website, which is the main communication channel, and in other ways.

Below you can find the Sponsorship Package of the event (THE FOLLOWING CATEGORIES AND RELATED AMOUNTS OF MONEY ARE JUST EXAMPLES. THEY MUST BE DECIDED TOGETHER WITH THE SCIENTIFIC REFERENT FOR THE EVENT):

- **BRONZE:** sponsor logo on the event website and program (500 € + VAT)
- **SILVER:** sponsor logo on the event website and program, shipping of leaflets to include in the bag for participants (800 € + VAT)
- **GOLD:** sponsor logo on the event website and program, shipping of leaflets to include in the participants' bag, shipping of branded gadgets (1.300 € + VAT)
- **PLATINUM:** sponsor logo on the event website and program, stand exhibition at the conference venue (2.000 € + VAT)

Amounts indicated are VAT excluded (where it applies).

If you are not satisfied with the suggested categories, please get in touch with the event organizers for a tailored sponsorship package that meets your requirements.

If you are interested in becoming a sponsor of our event, please send an email to (EMAIL) by (DATE).

Best regards,

Scientific referent xxx

ATTACHMENT 2 to the Sponsorship Procedure: Sponsorship Contract sample

Sponsorship Contract

1. Organization/company information (Sponsor)

Business name	
Address	
VAT number	
City	
ZIP Code	
Country	
Telephone	
Email address	
Website (URL)	

2. Organization/company representative

First and last name	
Role	
Telephone	
Email address	

3. Event covered by this Sponsorship Contract

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4. Details of agreed sponsorship

SPONSORSHIP TYPE	FEE / SERVICE PROVIDED	BENEFIT ACCORDED
FINANCIAL SPONSORSHIP <small>(amount of money subject to VAT, if applicable)</small>	€ xxx	<ul style="list-style-type: none">•••
TECHNICAL SPONSORSHIP <small>(material good or service)</small>	Service provided xxx	<ul style="list-style-type: none">•••
VOLUNTARY INITIATIVE	€ xxx/service provided xxx	<ul style="list-style-type: none">•••
FREE DONATION <small>(amount of money not subject to VAT)</small>	€ xxx/benefit/s accorded xxx	<ul style="list-style-type: none">• no benefits

5. Operational support

For any information or assistance, it is recommended to contact FBK's Events Team at the e-mail address eventi@fbk.eu.

6. Company Commitments and Statements (Sponsor)

By signing this Contract, the organization/company:

- agrees to sponsor the event covered by this Contract (see item 3);
- agrees to pay the agreed upon amount within 30 days of invoice date or to provide Fondazione Bruno Kessler with the agreed upon service (see item 4);
- agrees to abide by the terms and conditions contained in this Contract;
- declares that they accept the benefits listed in item 4;
- confirms that they understand that, once signed, this Contract constitutes to all intents and purposes a binding contract between the organization/company and Fondazione Bruno Kessler;
- in the execution of this Contract, agrees to abide by the provisions, insofar as compatible, contained in the "Organization, Management and Control Model" pursuant to Legislative Decree no. 231/2001 and in the Code of Conduct adopted by Fondazione Bruno Kessler and available at this link <https://trasparenza.fbk.eu/Disposizioni-general/Atti-general/Atti-amministrativi-general/Modello-di-Organizzazione-Gestione-e-Controllo-ex-D.-Lgs.-n.-231-2001>;
- declares to be informed, pursuant to and for the purposes of Chapter V of the EU Regulation 2016/679 (GDPR) and as detailed in the full version of the policy available at this link https://bit.ly/FBK_Informativaprivacy_Operativeeconomici, that the personal data collected will be processed by authorized FBK personnel, including by means of computer tools in any case suitable to ensure the security and confidentiality of such data, only within the scope of this Contract.

7. Payment information

Payment must be made by bank transfer in EURO currency, within 30 days from invoice date (where applicable) and net of bank fees.

The reason for payment is as follows: "**Sponsorship + EVENT NAME + SPONSOR NAME.**"

The bank details are as follows:

UNICREDIT Banca SPA - Account Holder: Fondazione Bruno Kessler

Branch address: Trento Branch, Via Galilei 1

IBAN: IT92K0200801820000040765411 - BIC/SWIFT: UNCRITM10HV

Additional information:

<https://trasparenza.fbk.eu/Pagamenti-dell-amministrazione/IBAN-e-pagamenti-informatici>

Place and date

Signature of FBK representative
President/Secretary General/
Center Director/Head of Service

Signature of organization/entity's representative
