

Procedure for the Sponsorship of events organized by FBK

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

To the end of ensuring the financial sustainability of events and ensuring maximum visibility to its initiatives, including through partnership structuring, the Foundation may receive sponsorships for organized events

The two Sponsorship categories are as follows:

1. **FINANCIAL SPONSORSHIP:** disbursement of an agreed sum of money to the benefit of the event by a party external to FBK (sponsor). Such sponsorships consist of a set of benefits to which the sponsor is entitled and that, based on the sponsorship amount, are divided into different categories (based on the document entitled **Sponsorship Package**).
2. **PARTNERSHIP:** donation of a material good or service against agreed benefits (e.g. supply of branded gifts, discounts on venues or services, etc.) pursuant to a prior agreement between FBK and the partner. In this case, no disbursement of funds in favor of FBK is involved.

Fondazione Bruno Kessler has adopted an Organization, Management and Control Model pursuant to Leg. Decree No. 231/2001 and a Code of Conduct, whose provisions, when compatible, the sponsor must observe in the execution of the contract.

1. CONTACTING SPONSORS

In the case of multi-year events, organized in several previous editions, there are usually recurrent contacts with companies and institutions of reference, which are provided to FBK by the previous organizers. The FBK scientific promoter of the event shall contact, or have the FBK secretaries responsible for the organization of the event contact the representatives of companies/institutions to the end of making arrangements and finalizing the sponsorship details based on the **Sponsorship Package**.

In the case of the first edition of an event, the FBK scientific promoter, in consultation with the Scientific Committee of the event, shall identify the list of potential sponsors, based on the content and topics of the event. The promoter shall then proceed to a first exploratory contact and, in case the potential sponsor is interested, he/she shall send the Sponsorship Package document containing the sponsorship categories provided.

2. SPONSORSHIP PACKAGE

This document contains information relating to:

- **contents** (letter of introduction, topics, short excursus on the event and the prestige that sponsorship could confer, opportunities for potential sponsors);
- **conference general organization** (Program at a glance, Venue);

- **sponsorship prospectus:** It contains a number of sponsorship categories with various amounts and benefits, quantified and set based not only on the sponsorship history but also on possible sponsors of reference, and logistics and global event organization (e.g.: availability vs non-availability of exhibition stands). There are generally 3 or 4 main categories (bronze-silver-gold-platinum) and a number of *à la carte* sponsorship options (ex.: dinner sponsor, event gifts supply, etc.). For each level, the document indicates the maximum number of sponsors accepted, the requested amount and the detail of the benefits provided;
- **“à la carte” sponsorship opportunities** (sponsors may combine stand-alone benefits so as to obtain the most suited solution for them);
- **Taxation information** of sponsorship options, when applicable;
- **Exhibit related information**, if applicable;
- **main deadlines** for sponsorship signing, for the shipping of material to be included in participant bags, etc.
- **cancellation policy:** if a sponsor changes their mind and decides not to sponsor the event any longer, there are deadlines they must meet and, depending on them, the possibility of withdrawing from engagement changes, as well as the refund for any sums of money already paid.
- **Sponsorship Application form:** collects information on the subject wishing to apply as a sponsor and contains all details to formalize the contract with FBK.

The Sponsorship Package document is usually **published on the event website** as well as under sections dedicated to sponsors (ex. <http://iswc2014.semanticweb.org/sponsorship.html>).

3. BENEFITS FOR SPONSORS

The benefits provided for sponsors vary depending on the type of event. They include but are not limited to one or more of the following, depending on the category of sponsorship entered into:

- 1 or more free registrations to the event;
- display of the sponsor's logo on communication materials and/or event gifts and/or printed material/installations;
- display of the logo on the event official website;
- sponsor material in participant bags/folders;
- exhibit stand during the event;
- advertising and/or logo on the book of abstracts/proceedings;
- support for a social event (brief speech, display of logo in installations);
- slot within the conference program for a brief speech;

- banners or other kinds of support displaying the sponsor's logo in strategic positions either at the event venue or during a social event.

4. SPONSORSHIP FINALIZATION

The sponsor shall confirm their willingness to sponsor the event by completing, and submitting to the Organizing Secretaries, the **Sponsorship Application**, a document containing:

- company/institution information;
- Information on the company/institution contact person;
- Sponsorship amount;
- Acceptance signature.

5. SPONSORSHIP PAYMENT

Upon receipt of the sponsor's Sponsorship Application, the event Organizing Secretaries shall forward the document to the FBK Accounts Department, which shall issue an invoice for the payment of the agreed amount.

The Accounts Department has the responsibility of tracking payments, sending reminders or initiating, if applicable, the procedures provided for in the event of non-collection.

Sponsorship Package examples

http://isprs-commission5.fbk.eu/sites/isprs5.fbk.eu/files/ISPRS_TCV-Symposium2014_Sponsor-pack.pdf

<http://iswc2014.semanticweb.org/sponsorship.html>

<http://eamt2012.fbk.eu/sponsorship/>

<http://icton2016.fbk.eu/Become%20a%20Sponsor>

Sponsorship Application example

<http://icton2016.fbk.eu/sites/icton2016.fbk.eu/files/ICTON-2016%20sponsorship%20application.docx>