

## SUPPORT THE PERGOLESI SPONTINI FOUNDATION

### OBJECTIVES AND PURPOSES OF FUNDRAISING

The Pergolesi Spontini Foundation intends to promote a continuous and systematic **fundraising campaign in support of its institutional and cultural activities** with the following objectives and purposes:

- ° to create a **stable financial basis** to guarantee the cultural activities of the Foundation in the future;
- ° **to ensure innovation and excellence** in the quality of musical and theatre proposals;
- ° **to implement and improve services for the public;**
- ° **to requalify and restructure the G. B Pergolesi Theatre.**

### GUIDE TO THE VARIOUS SUPPORT PROPOSALS

The musical and theatre activities benefit from a collective consensus and can therefore meet the need for involvement of a vast number of subjects.

The Pergolesi Spontini Foundation offers you, therefore, **many opportunities of participating and supporting our activities**, linking your name to its artistic and cultural excellence to increase your visibility and to qualify positively your company image.

**How to become a Partner of the Pergolesi Spontini Foundation:**

#### 1. DONATIONS

- FOUNDING SUPPORTERS (ART VENTURE)
- PARTICIPANT SUPPORTERS
- ADHERING SUPPORTERS
- SUPPORTERS
- FRIENDS OF THE PERGOLESI SPONTINI FOUNDATION

#### 2. SPONSORSHIP

- MAIN SPONSOR
- PROJECT SPONSOR
- SPONSOR FOR THE PROJECT UNITEL "PERGOLESI 2010"
- PURCHASE OF ADVERTISING SPACES
- TECHNICAL SPONSOR / PARTNERSHIP / CO-MARKETING

#### 3. 5 X 1000 OF IRPEF

#### 4. BEQUEST OF MONEY OR REAL ESTATE

#### INFORMATION:

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#### 1. DONATIONS

##### FOUNDING SUPPORTERS (ART VENTURE)

According to the Foundation's statute, public or private **individuals or legal entities can participate** individually or collectively as **Founding Sponsors**, if they **have demonstrated by gifts or donations** their special commitment in favor of the Foundation and if they undertake to pay an annual fee **for at**

**least three years** to support the operating fund to the extent determined by the Board of Directors. **The admission of each Founder Supporter must be approved by the Board of Directors** with a majority of two thirds. In the presence of a collective participation, the Board of Directors confers the status of Founder Supporter to the group (Art Venture).

The Founding Supporters gathered in the pool of companies associated with the trademark **Art Venture** are entitled to the following benefits:

- ° presence of a representative at the meetings of the General Assembly;
- ° appointment of two Art Venture representatives in the Foundation Board and indication of the figure of the Managing Director to the Board;
- ° presence of the company, under the trademark “Art Venture”, in all promotional and institutional material produced by the Foundation;
- ° use of the iconographic heritage of the Foundation to create company communication tools, according to agreements to be established;
- ° use of the Art Venture trademark on its letterhead and other forms in its company communication and advertising;
- ° free use of theatre spaces once a year;
- ° 4 corporate or courtesy cards for four seats in the stalls or central boxes for each performance organized by the Foundation;
- ° opportunity of obtaining concessions and specific agreements regarding the purchase of tickets or season tickets for its employees or customers.

**Currently these are the Founding Supporters of the Pergolesi Spontini Foundation:**

**Leo Burnett**, multinational company in the field of integrated communication;

**Pieralisi Group**, world leader in centrifugation, oil, industrial and dairy equipments;

**Moncaro**, leading producer of fine wines in the Marche region;

**New Holland - Fiat Group**, leading global manufacturer of agricultural and earth moving equipment;

**SEDA Spa - KGS Group**, Service Society for Corporation Revenue Management ;

**Starcom Italy**, one of the largest media network in the world.

## **SUPPORTING PARTICIPANTS**

According to the Foundation Statute, **Participants Supporters are individual or legal persons, public or private, that contribute to the endowment fund and / or fund management** in the manner and to the extent determined by the Board of Directors.

## **ADHERING PARTICIPANTS**

According to the Foundation statute, **Adhering Participants can be individual or legal persons, public or private, who undertake to pay an annual fee to the fund management** to the extent determined by the Board of Directors.

The status of Supporting Participants and Adhering Participants is acquired by decision of the Board of Directors and lasts throughout the period in which contributions are regularly made in favor of the Foundation.

**Supporting and Adhering Participants members will obtain special benefits determined by the Board of Directors with its decision.**

**At present the Adhering Participants of the Pergolesi Spontini Foundation are:**

**The City Council of Montecarotto, the City Council of Monte San Vito, the City Council of Monsano, the City Council of San Marcello.**

## **SUPPORTERS**

On the occasion of single events or reviews, the Pergolesi Spontini Foundation relies on the support of **Supporters**, who allow the Foundation with their contribution to give continuity to its activities, to create unique events and events of great impact, capable of providing added value in terms of cultural and public appeal.

The Foundation grants these Supporters the presence of their trademark in all **communication and promotional activities** related to the specific initiative.

This will also include **benefits related to hospitality and representative activities** (for example tickets and programs for free).

**Supporters of the Pergolesi Spontini Foundation are:**

**Fondazione Cassa di Risparmio** of Jesi for the Pergolesi Spontini Festival and for the Opera Season.  
**Carifano – Fondazione Credito Valtellinese** for the opening concert of Pergolesi's Celebrations (June 5th, 2009)

### **FRIENDS OF THE PERGOLESI SPONTINI FOUNDATION**

All over the world there are hundreds of thousands of small 'Philanthropists', donors or 'friends', who choose **to go beyond the 'status' of 'audience' and to experience a more intense and closer relation with their theatre.**

**To be “Friend of the Pergolesi Spontini Foundation” means to have the desire of supporting and promoting the musical and theatre culture of this region.**

With a **minimum annual contribution**, each friend of the Pergolesi Spontini Foundation will have:

- name's insertion into the official web site of the Foundation;
- name's insertion into the program;
- free mail of the Foundation's program;
- a free copy of the libretto;
- preferential tickets' or season-tickets' reservation at the opening of the ticket office;
- access on special request to the backstage during the production and preparation of the performances;
- invitation to the general rehearsals (if open to the public), to press conferences, meetings with the artists, exhibitions, reviews, gala dinners and any event organized by the Foundation;

**See Roll of Friends of Pergolesi Spontini Foundation.**

### **TAX BENEFITS FOR INDIVIDUALS AND COMPANIES**

It is given **the option of a tax deduction on the investment made** to all persons, **individual or juridical, public or private**, who choose to participate actively in achieving the objectives of the Foundation as a **Founding Supporter, Participant Supporter, Adhering Participant or Friend of the Pergolesi Spontini Foundation.**

#### **INDIVIDUALS**

**Article 15, paragraph 1, letter i) of T.U.I.R. ( D.P.R. December 22th 1986, No. 917)**

Money **donations** made by individuals, (**amounting to no more than 2% of the total income**) in favor of the Pergolesi Spontini Foundation for **the construction of new structures, for the restoration and strengthening of existing structures**, as well as for **production in various sectors of performing activities are deductible** to the extent of **19%**.

Contributions and donations may be provided by credit transfer with a reference to the following reason:  
**Donation art. 15 paragraph 1, letter i) T.U.I.R.**

The receipt of the credit transfer allows you to take advantage of the deduction in the tax return for the year in which it was paid by the taxpayer and should be retained as documentation on the tax declaration.

#### **COMPANIES**

**1) Article 100 paragraph 2 letter g) of T.U.I.R.**

Money donation made by companies in favor of the Pergolesi Spontini Foundation for the **construction of new structures, for the restoration and expansion of existing structures**, and for **the production in various sectors of performing activities** are deductible in an amount **not exceeding 2% of the declared corporate revenue.**

Contributions and donations may be provided by credit transfer with a reference to the following **reason:**  
**donation art. 100 paragraph 2, letter g) T.U.I.R.**

**2) Article 100 paragraph 2, letter m) of T.U.I.R.**

Money donations made by companies to Pergolesi Spontini Foundation **in order to carry out their**

**institutional tasks and to achieve cultural programs** can be deducted from business income for the entire amount.

The company must communicate the donation by e-mail to the Italian Revenue Agency **by January 31st** following the reference year, using the software program, made available by the Italian Revenue Agency on its website [www.agenziaentrate.gov.it](http://www.agenziaentrate.gov.it).

Contributions and donations may be provided by credit transfer with a reference to the following **reason: Donation, art. 100 paragraph 2, letter m) T.U.I.R.**

Contributions and donations may be provided by credit transfer with a reference to the following reason:

**Fondazione Pergolesi Spontini - IBAN IT59 L060 5521 2050 0000 0016 795; Bank: Banca delle Marche ag. 305 Corso Matteotti, 8 - Jesi (AN).**

## **2. SPONSORSHIP**

### **MAIN SPONSOR**

Becoming **Main Sponsor** means, first of all, sharing a common goal: helping the musical and cultural growth of the community and constantly seeking excellence.

To the Main Sponsor benefits from a **privileged relationship and a right to exclusive merchandise that guarantees a major role in the communication and promotion activities** of the Pergolesi Spontini Foundation in relation to a particular event. In order to assure to the sponsors a visibility compared to the economic contribution that they are willing to donate annually, it is stated that the graphic nature of the Sponsor's trademark provides, in terms of size and resulting visibility, a larger format and a more distinctive location than the trademark of any other sponsor.

For the Main Sponsors there are also benefits related to hospitality and representative **activities** (for example tickets and free programs for all first performances, dress rehearsal, single events and for each repeat performances).

**At present the Main Sponsors of the Pergolesi Spontini Foundation** are:

**Banca Marche**, the Main Sponsor for the Pergolesi Spontini Festival and for the Opera Season;  
**Banca Popolare di Ancona**, Main Sponsor for the drama season.

### **PROJECT SPONSOR**

On the occasion of every single event or review the Foundation looks for **Project Sponsors**. The contribution of the sponsors allow the Foundation to give continuity to its activities, to create unique events and events of great impact, capable of providing added value in terms of cultural offer and public appeal.

The Foundation grants to such sponsors the presence of their trademark in all **communication and promotional activities specifically** related to the project.

The Project Sponsor is provided with **benefits related to hospitality and representative activities** (for example free tickets and programs)

### **PROJECT SPONSOR FOR UNITEL "PERGOLESI 2010"**

The Pergolesi Spontini Foundation has signed an agreement with **UNITEL CLASSICA of München** - the world's leading producer and distributor of classical music for TV and video / DVD in HD and owner of Classic satellite channels – **for the high definition recording of all Pergolesi's operas staged in Jesi during the Pergolesi' Celebrations.**

They have already recorded *Il Prigionier Superbo* (September 2009), *Il Flaminio* and *Adriano in Siria* with the intermezzos *Livietta e Tracollo* (June 2010).

In 2011 they will proceed to the recording of *Salustia*, *Olimpiade*, *La Serva Padrona* and *Lo Frate 'nnammorato* (Autumn 2011).

The project includes also the realization of **external shots, backstage and interviews** with the performers to create an audio-visual support containing elements of History, Architecture, Archaeology, Folklore and Gastronomy of different places in the Marche region.

This agreement will therefore represent an international showcase to promote Pergolesi's works -

certainly one of the greatest heritage in the history of world music - and the extraordinary natural, historical and artistic heritage of the Marche region.

The Pergolesi Spontini Foundation offers to any sponsor interested in participating in the project several **visibility opportunities** through the inclusion of its **logo** in the credits and / or through the transmission of **commercials** during the broadcast of the operas on the satellite channel Sky.

### **PURCHASE OF ADVERTISING SPACES (PROGRAMS, FACADE OF THE G.B. PERGOLESI THEATRE)**

Each year the Pergolesi Spontini Foundation offers the opportunity of **purchasing advertising spaces** in the **programs** of the **Pergolesi Spontini Festival**, of the **Opera Season** and **Drama Season**. The volume contains the complete program of events, pictures, critical essays and director's notes for each performance.

The advertising page is **in full color** and variable size (20.5 x27 cm. for the Festival and the Opera Season or 10x21 cm. for the Drama Season).

#### **Benefits provided:**

- ° guarantee of the presence in exclusive merchandise;
- ° high quality of the advertisers;
- ° distribution of the programs to subscribers and spectators during the performances, distribution to the Friends of Pergolesi Spontini Foundation, as well as on the occasion of national and international fairs in which the Pergolesi Spontini Foundation participate;
- ° possibility of setting up desk / totem / promotional displays in the premises of the Pergolesi Theatre; distribution of information materials and food and wine tastings during one or more performances.

On the occasion of the starting works for the restoration and functional requalification of the G. B. Pergolesi Theatre of Jesi, the Foundation offers the possibility of **exclusively customizing** for the duration of the works (about a year) with its image advertising and / or your company logo, **the cover of scaffolding and scaffolding** (support: micro mesh PVC) mounted on the east façade of the Pergolesi Theatre in Jesi (Via Mazzini).

This is an area of mt. 40 x 20, placed at 5 m above the ground level, facing the SS 76 for Rome and visible from long distances.

### **TAX BENEFITS**

From a fiscal point of view, the expenses met for a sponsorship are placed among the **costs of propaganda and advertising** regulated by the art. 108, paragraph 2 of the Income Tax Code and are also **fully deductible** in the year in which are incurred or with fixed quotas during the fiscal year and the next four years.

#### **Article 108, paragraph 2 of T.U.I.R.**

**Advertising expenses** are regulated by the **tax law**, in the art.108 of the T.U.I.R, together with the **propaganda expenses**.

These expenses can be treated with two alternative criteria:

- ° **they can be fully deducted in the year in which they are incurred;**
- ° they can be **deducted in several years** with constant quotas, **in a maximum period of five years.**

So if the company chooses the second option, the quota to be attributed to each period can be chosen freely as long as you meet two criteria:

- ° calculation of **constant quotas;**
- ° maximum period of amortization: **5 years.**

In sponsorship contracts the payment of the contribution will be made upon presentation of a regular invoice issued by the Pergolesi Spontini Foundation.

### **TECHNICAL SPONSOR / PARTNERSHIP / CO-MARKETING**

The Pergolesi Spontini Foundation is willing to agree on forms of cooperation and promotion through:

- **free exchange of expertise and technical capabilities;**
- **discounted or free provision of services and / or products;**

- free subscription of **conventions and incentives** for employees or customers when purchasing tickets and season tickets, in exchange for visibility and diffusion of promotional materials of the Foundation;
- mutual **display, distribution and diffusion of promotional materials** to realize targeted activities towards their referents.
- **co-marketing** activities;

These **benefits** are agreed in accordance with the wishes of the Partner.

The involvement of such private entities represent a benefit for the Foundation in providing certain goods or services and transforming the financial commitment (in whole or in part) in **imputed costs** for the Institution.

#### **These are the technical sponsors, Partners and Advertisers of the Pergolesi Spontini Foundation:**

Domina - Audi Dealership; Santarelli & Partners; Hotel Federico II; Hotel Mariani, Futura Tailoring; Pierelli Elettroqualità; Angelo Fabbrini Srl Srl Mattole; Shoes Gianmarco Lorenzi Srl; Caterpillar Cioc.; Tuttojesi.it; Sky Classic; Who's Who in Italy; Sogenus Spa .

### **3. THE 5 X 1000 OF IRPEF**

The **Pergolesi Spontini Foundation** is one of the **subjects enrolled at the Revenue Agency for the lists of beneficiaries admitted to the target destination of 5 x 1000 of IRPEF**. By **signing** in the appropriate box on the form of tax returns, and specifying **the tax code of the Foundation, the 02039280421**, the Government will allocate the quota to the Pergolesi Spontini Foundation to support its important cultural activities. Among the Foundation's activities there are the **Pergolesi Spontini Festival, the Opera Season of G.B. Pergolesi Theatre, the Theatre Season of the Pergolesi and Moriconi Theatres in Jesi, the Theatre Seasons of the Spontini Theatre in Maiolati Spontini, of the Comunale Theatre in Montecarotto, of La Fortuna Theatre in Monte San Vito, of P. Ferrari Theatre in San Marcello**, and also studies and research on Pergolesi and Spontini (to name only the main ones).

**To devolve 5 x 1000 to the Foundation costs nothing and does not conflict with the target of 8 x 1000 because both choices can be expressed.**

**The 5 x 1000 is paid only if there is a definite choice of the taxpayer.**

### **4. BEQUEST OF MONEY AND REAL ESTATE**

Properties or other assets can be bequeathed to the Pergolesi Spontini Foundation to support its activities which constitute not only an extraordinary cultural, educational and social heritage, but also a significant segment of the economy of the Marche region, which offers stable employment to hundreds of people, with an uninterrupted economic return for many traders, industry and tourism operators.

#### **Benefits provided**

- ° inclusion of the name in the Book of Benefactors in the official website of the Foundation and in the programs;
- ° free delivery of the programs of the Foundation;
- ° free copy of the program;
- ° preferential tickets' or season-tickets' reservation at the opening of the ticket office;
- ° access on special request to the backstage during the production and preparation of the performances;
- ° invitation to the general rehearsals (if open to the public), to press conferences, meetings with the artists, exhibitions, reviews, gala dinners and any event organized by the Foundation.