

EURIMAGES GUIDELINES ON SPONSORSHIP AND PATRONAGE

A. PURPOSE:

The purpose of this document is to provide guidance on the procedures for obtaining patronage or sponsorship from Eurimages.

B. DEFINITIONS:

For the purpose of these guidelines, unless the context clearly indicates otherwise, the following terms shall have the meaning set forth below:

- a) “activity” shall include an event, initiative and/or a project;
- b) “Fund” shall mean Eurimages;
- c) “patronage” is the provision of non-financial support by Eurimages. It entails the use of Eurimages’ logo and name in the applicant’s communication strategy in relation to the approved activity. It may also include in-kind support such as participation of a member of the Eurimages team in the activity;
- d) “person” shall include any individual, firm, company, corporation, association, joint venture or partnership (whether or not having separate legal personality);
- e) “sponsorship” is the provision of financial support granted by Eurimages in exchange for the visibility of the Fund in the applicant’s communication strategy in relation to the sponsored activity.

C. CRITERIA:

When evaluating a request for patronage or sponsorship, Eurimages will take into consideration the following:

- a) compatibility of the activity with the objectives of the Fund as set out in Resolution (88)15 revised;
- b) pertinence of the activity to the strategies or support schemes of the Fund;
- c) impact on the visibility of the Fund within the film industry;
- d) benefits to the film industry;
- e) financial viability of the activity;
- f) the reputation of the applicant and its ability to manage the activity;
- g) value for money in general and when compared to other applications;
- h) the number of activities which are already benefitting from patronage or sponsorship in that particular year;
- i) availability of funds for sponsorship within the financial envelope set aside in the budget approved by the Board of Management.

When evaluating a request for patronage or sponsorship for gender-related activities, Eurimages will take into consideration all of the above-mentioned criteria and in addition the following:

- a) International nature of the initiative;**
- b) Track record of the requesting organisation in the area of promoting gender equality;**
- c) Added value of initiative in comparison with existing gender equality projects.**

D. PROCEDURE

1. The applicant (natural or legal person) shall provide the following :
 - a) a covering letter clearly indicating whether the applicant is applying for patronage or sponsorship **and where relevant if gender related;**
 - b) a detailed description of the activity – **for gender initiatives please explain how it relates to Eurimages' gender equality policy;**
 - c) a clear explanation of how the activity is compatible with the Fund's objectives and its potential to enhance the visibility of the Fund;
 - d) company profile and/or professional bio of the applicant **and in the case of gender equality track record in this specific area;**
 - e) in the case of requests for sponsorship, the applicant shall also provide the budget and financing plan of the activity, detailing the proposed support requested from Eurimages.

Where necessary, the Fund's secretariat reserves the right to request further information from the applicant.

2. After assessing the request, the Fund's secretariat shall present to the Board of Management a recommendation to approve or disapprove the request for patronage or sponsorship. The final decision will be taken by the Board of Management at its discretion, in the light of the criteria mentioned above.
3. If an application is successful, the following procedure shall be applicable:
 - a) In the case of patronage, successful applicants shall be notified (by e-mail or letter) of the decision taken by the Board of Management. The Fund reserves the right to impose the signing of a short form agreement if it deems necessary.
 - b) In the case of sponsorships with a value of less than or equal to € 10 000, successful applicants shall be required to sign a letter of agreement or a short form sponsorship agreement, detailing the negotiated terms of the sponsorship, the amount of financial support and the obligations of the parties.
 - c) In the case of sponsorships with a value exceeding € 10 000, successful applicants shall be required to sign a sponsorship agreement, detailing the negotiated terms of the sponsorship, the amount of financial support and the obligations of the parties.

The Fund reserves the right to request any additional information prior to the signing of the agreement. The amount of information required is at the discretion of the Fund.

4. Being a past recipient of sponsorship funds or patronage from the Fund in no way guarantees or suggests that such recipient will be successful in seeking subsequent sponsorship or patronage.