

NOTICE OF ECONOMIC SPONSORSHIP RESEARCH FOR THE CHRISTMAS TREE 2018

In accordance to the previous editions of Natale coi fiocchi, the City of Torino intends to carry out a cultural project and to promote the territory during the period between 1st December 2018 and 10th January 2019. A full schedule of appointments dedicated to citizens and tourists will animate the weekends and days of celebration until the Epiphany, involving the central squares and places of particular interest, where there are planned the traditional Christmas markets. In this context, the City asked (by letter prot. 2131/18 of 11/09/2018) to Fondazione per la Cultura Torino to provide for the creation of a Christmas Tree with features of innovation and high technology, to encourage participation through the integrated use of social and spread innovation in the field of interactivity, communication, and connectivity, a tree that while enhancing the aspects of innovation is in line with the theme of the festivities, respecting the surrounding environment.

The Christmas Tree represents a propitiatory symbol of celebration and sharing loved and recognized by families, from the youngest to the oldest.

Already in the previous editions of Christmas, the Tree has played a central role in the promotion of the territory, for the attraction towards the commercial area of the city center, becoming the object, with tens of thousands of photographs, of a viral communication of Christmas in Torino.

Fondazione per la Cultura Torino is looking for sponsors who will support the creation of the Tree in return for a return of visibility and benefits as indicated in the following table:

IMAGE AND VISIBILITY RETURN
<p>Inclusion of Logo/Brand in the whole Plan dedicated to the Christmas Project:</p> <ul style="list-style-type: none">- Affixing the Sponsor's mark on all communication and advertising tools and materials produced during the validity and effectiveness of the Contract (for example: website, posters, posters, totems, etc.);- The presence of an advertising page on the paper program printed and distributed in 40,000 copies;- The presence of the Sponsor in press releases and the presence of the brand on the website dedicated to the event using banners/pop-ups and links to the company website;- Logo insertion on roll-up/backdrop/cap/totem and any other communication tools in the venue of the event and press conference.
<p>In addition to the above-mentioned, the sponsor will have the following opportunities:</p> <ul style="list-style-type: none">• Presence / Interventions representatives<ul style="list-style-type: none">- Intervention of an institutional representative of the company at the Press Conference;- Insertion of an institutional page of the company in the Press Kit;- Intervention of an institutional representative of the company, next to the Mayor and/or representatives of the city administration at the lighting of the Tree;• Activities on Social Media<ul style="list-style-type: none">- Realization of a social campaign with the publication of dedicated messages;• Tree visibility<ul style="list-style-type: none">- Possibility of displaying the logo/brand on the installation, cyclically and with a guaranteed number of daily steps. Times and methods to be agreed upon.

• **Additional activities**

- Possibility of studying and developing customized initiatives to promote the visibility of the Sponsor (for example: opening organization with the production of a dedicated event);
- Possibility to realize interactive activities dedicated to the Sponsor through the technology that will be used.
- Distribute information material, promotional or commercial during the event with your own staff (brochures, paper material, gadgets ...)

Sponsorship proposals can be sent to the following email address:

fondazioneperlaculturatorino@comune.torino.it which will contact the references indicated to be able to give more information and verify the possibility of starting a fruitful collaboration.