

The CHROMY "Mythos Europa" project for your sponsorship appearance



The keynote:

"To achieve visitor numbers and audience ratings, and therefore comparable contacts, for a cultural event in the same way as for a sporting event."

This is achieved by

- A spectacular travelling exhibition of large sculptures by Anna Chromy that confront us with the myths about the origins of Europe but in modern form (www.annachromy.com).
- A selection of the most interesting cities in the world with their most beautiful squares as a framework for the exhibition – starting with the Place Vendôme in Paris from May to July 2005 (www.comitevendome.fr), followed by Beijing, Shanghai, Wuhan, Canton, etc.
- Co-operation with the National Blacklight Theatre Prague (www.fantasyproductions.cz), the Shanghai Conservatory and various European dance and music groups for "Special Events" during the exhibitions.
- "Publireportages" with several hundred thousand copies printed as a supplement for a weekly magazine and for distribution at the exhibition itself.
- Large-scale TV and press reporting before and during the exhibition.
- Extensive poster advertising;
- Entries in periodical event guides such as for example the TOP 500 Events Guide Europe (www.euradvantage.com)
- Comprehensive and well-managed websites (www.annachromy.com, www.maxfin.lu), etc.
- Co-operation with the Monnaie de Paris, the French national mint, for the production and distribution of medals bearing motifs from Anna Chromy's works.
- Combination with product advertising wherever possible.
- Presentation kiosk with hostesses for the distribution of publications (catalogues, "Chromy – Mythos Europa" monographs. TOP 500 Events Guide, Publireportages, etc.), and for promoting sponsors on flat screens, etc.
- For the duration of the exhibitions, only one copy of each will be on show.

Sponsorship offers (for each exhibition)

1) Official partner (maximum of six)

- **Exclusivity** in product category with option of extension for subsequent exhibitions
- Strong **presence in media reporting** in the form of "XY presents Chromy – Mythos Europa", or "official partner of...", etc.
- Combined with **product advertising** and presence at the exhibition (hostesses, pavilion, partner's sculpture)
- **Hosting** of the **private viewing** or one of the **Special Events** ("XY would like to invite ... to the private viewing of Chromy – Mythos Europa on")
- Unlimited number of **invitations** to the private viewing and the Special Events
- Partner's logo on the title page of the **Monograph "Chromy – Mythos Europa"** (art book with 250 pages in colour)
- 100 **free copies** of the monograph
- 100 **special coins** from the Monnaie de Paris, the French national mint, bearing the motif "Chromy – Mythos Europa"
- **Advertising space:**
 - o ½ page in the Publireportage
 - o 2 pages in each language version of the TOP 500 Events Guide Europe (E,F,G,I; initial edition 60,000 copies)
 - o Banner on www.annachromy.com homepage
 - o Logo on posters, brochures and other exhibition publicity material
- Free copies:
 - o Publireportage (unlimited quantity)
 - o TOP 500 Events (100 copies of each language version)

Package price: € 75,000

- **Option of purchasing a sculpture** from Category B with partner logo on the information plate **with the cost of the sponsorship package set off** against the price quoted in the tariff (example: Europa- catalogue price € 150.000 minus € 75.000.-, = € 75.000.- corresponding to 50% discount)
- **Support** provided to partner (if required) **with the placing** of his sculpture on a city square, in a museum or other, as a gift after the exhibition or exhibitions has/have finished (it is for the partner to decide for how long he wishes to make his sculpture available).

2) Sponsors (unlimited number)

- **Presence in publicity material:**
 - o ¼ page in Publireportage
 - o 1 page in each language version of the TOP 500 Events Guide Europe
 - o Banner on website www.annachromy.com
 - o Logo on posters and brochures
- **Free copies:**
 - o Publireportage (1000 copies)
 - o TOP 500 Events (50 copies of each language version)
- 10 **invitations** to private viewing and Special Events
- 10 **Monographs** "Chromy – Mythos Europa"
- Invitation to press conferences and other media events
- **Option of purchasing a sculpture** from Category A with partner logo on the information plate **with the cost of the sponsorship package set off** against the catalogue price (€ 60.000 minus € 30.000 corresponds to € 30.000.- = 50% discount)

Package price: € 30,000

Sculpture price list

“CHROMY – MYTHOS EUROPA”

CATEGORY A (Music)

1) DON GIOVANNI Group

(Eight life-size bronze sculptures)

- Don Giovanni, Ottavio, Elvira, Anna, Masetto, Commendatore/Piétà, Leporello, Zerlina

€ 60,000 each

Price for entire group

on request

2) MUSIC OF THE RIVERS

(Eight life-size bronze sculptures)

- four musicians, three dancers, Carmen

€ 60,000 each

Price for entire group

on request

CATEGORY B (Mythology)

1) ODYSSEUS

(Larger-than-life bronze sculpture)

€ 120,000

2) EUROPE

(Larger-than-life bronze sculpture with fantasy carriage)

€ 150,000

3) SISYPHOS

(Three life-size bronze sculptures, each on a wheel)

€ 150,000

4) ALCIONE

(Two larger-than-life bronze sculptures, on steel mast)

€ 150,000

5) ORPHEUS

(One larger-than-life bronze sculpture;
One larger-than-life white marble sculpture
One white marble violoncello)

€ 180,000

6) OLYMPIC SPIRIT

(Three larger-than-life “flying” bronze sculptures)

€ 180,000

Each sculpture is limited to a maximum of eight numbered, signed originals, however, there is only one of each on show in each exhibition.