

LOVING TRUST



Artistic Event for the Canonization of

Mother Teresa

WHEN: From Friday the 2nd to Sunday the 4th of September 2016.

WHERE: Rome, Auditorium Conciliazione (Via della Conciliazione, about one hundred meters from St. Peter's Square) – Italy.

IN ASSOCIATION WITH: Mother Teresa Center, Pontifical Council for the Promotion of the New Evangelization (Vatican representative organizing the Jubilee), Italian Ministry for Cultural Activities, Heritage and Tourism, and Embassy of India in Italy.

OCCASION: On the occasion of Mother Teresa's Canonization (September the 4th), into the EXTRAORDINARY JUBILEE OF MERCY program.

NATIONAL TARGET: International event (multilingual approach) provided for worshippers, visitors, inhabitants and pilgrims coming from all over the world.

KIND OF EVENT: Cultural Event.

SUBJECT: Mother Teresa's life and her message narrated through the emotional power of artistic language.

DESCRIPTION: During the two days prior to the Canonization and the day of Canonization, the Auditorium will be opened from morning until evening and crowded with artists and art works to celebrate Mother Teresa's remembrance. The event is made up of shows, thematic exhibitions, movie projections and follow-up meeting.

MISSION: The event aims to provoke reflection about current poverty and about individual responsibility, making the celebration of Mother Teresa's holiness a source of inspiration for many people.

ATTENDANCE: This cultural event, also strengthened by the support and partnership of the responsible Vatican authorities, will become an unforgettable moment for many pilgrims in Rome for the Canonization. We expect an attendance of around 30,000 people.

ENTRANCE: Because of the event profile, entrance to all the activities will be free.

ORGANIZED BY: Gruppo Jobel, a national Italian company in promoting culture.



GRUPPO JOBEL

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SPONSORSHIP PROPOSALS

MAIN SPONSOR

150,000 €

a) Rights of use as Main Sponsor

- Permission to use the official logo of the event for corporate communication as Main Sponsor
- Exclusive right for commercial category

b) Communication as Main Sponsor

- Your Company logo will be placed as Main Sponsor on:
 - N. 70 billboards 3x2 in Rome (14 days)
 - N. 95 billboards 200x140 in all the subway stations of Rome (14 days)
 - N. 10,000 posters, N. 100,000 flyers, N. 30,000 brochures for visitors, N. 1,000 press folders
 - Graphic totem and colophon on place
 - Branded invitations
 - Radio spots on the official national network
 - Links on the official Website of the event and on the Facebook Fan page

c) Loving Trust exclusive communication as Main Sponsor

- During the event your logo will be placed on the banners located on the front of the Auditorium entrance in Via della Conciliazione, about one hundred meters from St. Peter's Square
- Your logo will be placed on all the art works exhibited in Auditorium, which will be donated to the Holy Father and to the other institutional partners
- Your promotional material will be distributed inside the Auditorium
- Your logo will be placed in the Auditorium internal setting and in all the videos

d) Public Relations

- We'll invite a representative of your Company as speaker at the press conference
- Press release about your Company will be inserted in the press folders and you'll be mentioned in all the press releases as Main Sponsor
- N. 150 seats will be reserved to your Company in V.I.P. area for the performances

OFFICIAL SPONSOR

50,000 €

a) Rights of use as Official Sponsor

- See the Main Sponsor details

b) Communication as Official Sponsor

- Your Company logo will be placed on the same material written on the Main Sponsor details
- Links on the official Website of the event and on the Facebook Fan page

c) Loving Trust exclusive communication as Official Sponsor

- During the event your logo will be placed on the banners located on the front of the Auditorium entrance, about one hundred meters from St. Peter's Square
- Your logo will be placed in the Auditorium internal setting and in all the videos

d) Public Relations

- Press release about your Company will be inserted in the press folders and you'll be mentioned in all the press releases as Official Sponsor
- N. 50 seats will be reserved to your Company in V.I.P. area for the performances

SPONSOR SUPPORTER

25,000 €

a) Rights of use as Sponsor Supporter

- See the Main Sponsor details

b) Communication as Sponsor Supporter

- See the Official Sponsor details

c) Loving Trust exclusive communication as Sponsor Supporter

- Your logo will be placed in the Auditorium internal setting and in all the videos

d) Public Relations

- Your logo will be placed in the Auditorium internal setting and in all the videos
- N. 25 seats will be reserved to your Company in V.I.P. area for the performances

"I can do things you cannot, you can do things I cannot, together we can do great things"

Mother Teresa