

## TYPES OF SPONSORSHIP AND THE SERVICES TO BE PROVIDED BY THE FOUNDATION

The types of sponsorship for the 3rd International Istanbul Biennial and the services which the Istanbul Foundation for Culture and Arts will in return provide, are listed below.

### TYPES OF EXPECTED SPONSORSHIP

#### A-FINANCIAL SUPPORT

The budget of the 3rd International Istanbul Biennial has been estimated as 2,5 billions Tl. We hope to realize the Biennial with the support of those institutions and individuals who are known to be interested in the Fine Arts and who in fact sponsored related activities in the past years. The amount of sponsorship for each institution or individual is expected to be no less than 50.000.000 Tl. To encourage the sponsoring of artistic and cultural activities, the government agreed for a TAX EXEMPTION for any financial support given to the Foundation.

#### B- MATERIAL SUPPORT

It may be given in the form of:

1. Printing house(s) which will print the Catalogue and Posters
2. Insurance company (ies) to insure the works
3. Two large screens to be used for promotion
4. Airlines to pay for the international flights

### SERVICES TO BE PROVIDED BY THE FOUNDATION

1. CATALOGUE: The Biennial will be documented with a catalogue as done in the previous biennials. We are anticipating to print 3.000 copies and the names, emblems and the logos of the sponsors will be listed in the Catalogue in a single page together. The Catalogue will be internationally distributed by the Foundation, specially to museums and art centers abroad.
2. BROCHURE: The emblem and the logo of the sponsor will also be take place in the Brochure (60.000 copies).
3. PRINTED MATERIAL: It will be in the form of announcements, advertisements and news bulletins. This year we are putting an extra effort to include the international press as well as the national. The necessary printed material will be sent to national and international art journals and art critics, and art critics and curators will be invited to the Biennial. All the printed material will contain the emblems of the sponsors.
4. NEWS BULLETIN FOR THE NEWSPAPERS: The sponsors may give their own announcements or news bulletins (in relation with the sponsored activity) to the press after receiving the approval of the Biennial Organizing Committee.
5. ACKNOWLEDGEMENTS: The Biennial Organizing Committee will issue special acknowledgements to the sponsors to be printed in the newspapers at the end of

the Biennial.

6. POSTERS AND BILLBOARDS: Sponsors names will be cited in the posters and the billboards. Also, if the sponsors wish to include the emblem and the logo of the Foundation in their own products, they may do so throughout the Biennial.

7. INVITATIONS: The Foundation will provide a certain number of free invitations for the opening ceremonies and related activities.

8. SPECIAL INVITATIONS: A special invitation will be held for the sponsors and the artists.

9. SPECIAL INVITATION OF THE SPONSOR: Sponsors may hold special invitations or cocktails in the Museum throughout the Biennial for their own business circles and guests. The expenses of these special occasions are expected to be paid by the sponsors themselves.