SC-REF-09-11-03

EUROART SPONSORSHIP GUIDELINES

Applicable from 2028

Article 1 – Purpose

EuroArt provides sponsorship funding to support initiatives that strengthen the European network of artists' colonies and contribute to the preservation, promotion and contemporary development of artistic heritage. Sponsorship aims to support activities that contribute to the objectives of EuroArt and create European added value for the network.

Article 2 – Eligibility

Applications may be submitted by:

- EuroArt Members;
- EuroArt Partners;
- legal entities under public or private law.

Private Members are not eligible.

To be eligible for sponsorship, projects must:

- not have started before the application;
- be scheduled to start in the calendar year following the application;
- contribute to the objectives of EuroArt;
- be consistent with EuroArt's Vision, Mission and Values;
- demonstrate European added value.

Purely local activities without demonstrable relevance to EuroArt or European added value are not eligible. Activities may extend over more than one calendar year, provided that they have not started before the application and are scheduled to start in the calendar year following the application.

Article 3 – European Cooperation and Added Value

European cooperation and European added value are important principles in the allocation of EuroArt sponsorship. Particular consideration will be given to projects that:

- involve EuroArt Members from different countries;
- involve several EuroArt Members and/or artists' colonies;
- facilitate the exchange of knowledge, experience or artistic practice across borders;
- create results or benefits that can be shared with the wider EuroArt network.

Projects involving several EuroArt Members within one country may also demonstrate European added value. Participation of Members from different countries is not a mandatory requirement, but will be given particular consideration in the assessment.

Article 4 – Funding

- EuroArt sponsorship may cover up to 20% of the eligible project costs, with a maximum contribution of €4,000 per project.
- An eligible applicant may receive one sponsorship award per calendar year.
- The Steering Committee may award the requested amount in full or in part, taking into account the assessment of the application and the available sponsorship budget.

Article 5 – Annual Application Procedure

- There shall be one annual application procedure.
- Applications must be submitted by 1 September of the year preceding the activity.
- Members and Partners will be informed of the annual deadline through the EuroArt newsletter and regular communication.
- The annual application procedure allows the Steering Committee to assess the applications and establish the expected sponsorship requirement for the following year.
- The final allocation of sponsorship is subject to the sponsorship budget approved by the General Meeting.

Article 6 – Evaluation

All eligible applications will be assessed by the Steering Committee using a common assessment framework.

The assessment will take into account:

- European cooperation and European added value;
- alignment with EuroArt's Vision, Mission and Values;
- participation of EuroArt Members;
- visibility for EuroArt;
- innovation and contemporary relevance;
- public reach and cultural impact;
- feasibility and financial soundness.

European cooperation and European added value will receive particular consideration. The Steering Committee will use the assessment to establish a ranking of eligible applications. The Steering Committee remains responsible for the final decision on the allocation of sponsorship.

Article 7 – Allocation of Sponsorship

Where the total amount requested exceeds the available sponsorship budget, applications will be considered according to their overall assessment and ranking. Funding will be allocated starting with the highest-ranked applications and continuing down the ranking until the available sponsorship budget has been exhausted. The Steering Committee may provide partial funding where this allows the project to proceed meaningfully.

There will be:

- no second application round;
- no first-come, first-served principle;
- no automatic priority based on previous sponsorship;
- no automatic redistribution of remaining funds among applicants.

If the total amount awarded is lower than the available sponsorship budget, the Steering Committee may allocate the remaining funds to other EuroArt priorities, taking into account the organisation's strategic objectives and financial situation. This may include an allocation to the Marketing and Communication Budget or another initiative benefiting the EuroArt network as a whole. Any such allocation will be reported to the General Meeting.

Article 8 – Visibility

Recipients of EuroArt sponsorship shall clearly acknowledge EuroArt's financial support.

Recipients shall:

- display the EuroArt logo on relevant communication materials;
- acknowledge EuroArt support on their website and social media;
- state that the activity has been made possible in whole or in part through financial support from EuroArt;
- provide suitable photographs and communication materials for EuroArt promotion;
- provide at least one contribution suitable for EuroArt's social media or communication channels, where appropriate.

Failure to comply with the visibility requirements may be taken into account when assessing future applications.

Article 9 – Reporting

Recipients must submit a narrative and financial report within six months after completion of the activity.

The report shall include:

- a brief description of the activity and its results;
- information on participation and public reach;
- evidence of EuroArt visibility;
- relevant photographs and communication material;
- a financial overview.

Failure to provide adequate reporting may affect eligibility for future sponsorship.

Article 10 – Reporting to the General Meeting

The Steering Committee shall report annually to the General Meeting on:

- the available sponsorship budget;
- applications received;
- approved and rejected applications;
- amounts awarded;
- the allocation of remaining funds;
- any allocation to the Marketing and Communication Budget or other EuroArt priorities.

Article 11 – Transitional Provision

These revised Sponsorship Guidelines apply for the first time to sponsorship applications for activities starting in 2028. The sponsorship arrangements applicable to activities starting in 2027 remain in place for the 2027 sponsorship programme. Applications for activities starting in 2028 must be submitted by 1 September 2027.