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EuroArt Sponsorship Guidelines

Article 1 – Purpose

EuroArt provides sponsorship funding for projects that strengthen the European network of artists' colonies and contribute to the preservation, promotion and contemporary development of their artistic and cultural heritage. Projects should contribute to the objectives of EuroArt as defined in its statutes, Vision and Mission and current strategic priorities.

Article 2 – Eligibility

Applicants must be:

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

Private Members are not eligible to apply.

Projects must:

- not have started at the time of application;
- take place in the calendar year following the application;
- contribute to the objectives of EuroArt;
- be consistent with the Vision, Mission and Values of EuroArt;
- demonstrate European added value;
- have a realistic and transparent financial plan.

Projects of a purely local nature, without a demonstrable connection to EuroArt's European objectives, are not eligible.

Article 3 – European and Transregional Cooperation

European and transregional cooperation is an important consideration in the allocation of EuroArt sponsorship.

Particular value will be given to projects that:

- actively involve two or more EuroArt Members;
- involve artists' colonies or organisations from different countries;
- create opportunities for exchange and cooperation across borders;
- share their results or outcomes with the wider EuroArt network.

International cooperation is not a mandatory eligibility requirement. Projects involving Members or Partners from different countries will, however, receive additional consideration in the assessment. Projects involving several EuroArt Members from the same country may also demonstrate European added value, depending on their objectives, scope and expected impact.

Article 4 – Funding Conditions

- EuroArt sponsorship may cover up to 20% of eligible project costs, with a maximum contribution of €4,000 per project.
- A Member or Partner may receive one sponsorship award per calendar year.
- Applicants must declare any other funding received or requested from EuroArt for the same project.
- The Steering Committee may award a lower amount than requested, taking into account the assessment of the application and the available sponsorship budget.
- EuroArt sponsorship is a contribution to the overall financing of a project and does not imply responsibility for the project's financial viability or implementation.

Article 5 – Frequency of Applications

- Each eligible Member or Partner may submit one application per calendar year.
- There is no restriction preventing a Member or Partner from applying in consecutive years.
- All eligible Members and Partners have an equal opportunity to apply for sponsorship.
- The fact that a Member or Partner has received sponsorship in a previous year will not in itself affect the assessment of a new application.

Article 6 – Evaluation Criteria

All eligible applications will be assessed against the same criteria:

1. **European cooperation and added value**
   The extent to which the project contributes to European cooperation, exchange and networking.

2. **Participation of EuroArt Members**
   The number and nature of EuroArt Members actively involved.

3. **Alignment with EuroArt's Vision, Mission and Values**
   The extent to which the project reflects and contributes to the Vision, Mission and Values of EuroArt.

4. **Visibility for EuroArt**
   The extent to which the project contributes to the visibility and profile of EuroArt and its network.

5. **Innovation and contemporary relevance**
   The extent to which the project connects artistic heritage with contemporary creativity, new perspectives or new forms of engagement.

6. **Public reach and cultural impact**
   The expected reach and contribution to audiences, communities and the wider cultural field.

7. **Feasibility and financial soundness**
   The quality of the project plan, budget, financing and realistic implementation.

The Steering Committee will use these criteria to establish an overall ranking of the eligible applications.

Article 7 – Application and Allocation Procedure

7.1 Application

- A standard EuroArt sponsorship application form will be used.
- Applications for activities taking place in the following calendar year must be submitted by 1 September.
- The application deadline and procedure will be communicated to all eligible Members and Partners through the EuroArt newsletter and other regular communication channels.
- Only applications received by the deadline and meeting the eligibility requirements will be considered.

7.2 Assessment

- Following the application deadline, the Steering Committee will assess all eligible applications against the criteria set out in Article 6 and establish an overall ranking.
- The assessment will provide the Steering Committee with an indication of the total sponsorship requirement for the following year and will be taken into account when preparing the EuroArt budget.

7.3 Allocation

- Following approval of the EuroArt budget by the General Meeting, sponsorship will be allocated on the basis of the ranking established by the Steering Committee and within the sponsorship budget approved by the General Meeting.
- Where the total amount requested exceeds the available sponsorship budget, the available funds will be allocated to the highest-ranked applications until the budget has been exhausted.
- The Steering Committee may award a lower amount than requested where this is sufficient for the project to proceed and is justified by the available budget.
- An application that cannot be supported within the available budget will not receive sponsorship.

7.4 Remaining Funds

- If the total amount awarded is lower than the available sponsorship budget, the Steering Committee retains the discretion to 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 to another initiative benefiting the EuroArt network as a whole.
- Remaining sponsorship funds will not be redistributed to Members or Partners that have already received sponsorship.

- The purpose of this provision is to ensure that unused sponsorship funds continue to benefit the EuroArt network as a whole.
- Any transfer of remaining funds will be reported to the General Meeting.

Article 8 – Activities Spanning Two Calendar Years

- Sponsorship can only be requested for an activity that has not started at the time of application.
- An activity that starts in the calendar year following the application and continues into a subsequent calendar year may therefore be eligible for sponsorship.
- An activity that has already started before the application deadline cannot subsequently be submitted for sponsorship from the following year's sponsorship budget merely because part of the activity takes place in that following year.
- Sponsorship is awarded for the activity as described in the approved application. Any continuation or substantially new phase of the activity in a subsequent calendar year requires a new application.

Article 9 – Visibility Requirements

Recipients of EuroArt sponsorship are required to clearly acknowledge EuroArt's financial support.

Recipients shall:

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

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

Article 10 – Reporting

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

The report should include:

- the activities undertaken;
- the results and impact of the project;
- the involvement of EuroArt Members and partners;

- the use of the EuroArt contribution;
- relevant communication and visibility achieved.

Failure to provide an adequate report may result in exclusion from future sponsorship opportunities until the reporting obligation has been fulfilled.

Article 11 – Transparency and Annual Reporting

The Steering Committee will provide an annual overview of the sponsorship programme to the General Meeting.

The overview will include:

- the sponsorship budget available;
- the number of applications received;
- the projects supported;
- the amounts allocated;
- any remaining funds transferred to the Marketing and Communication Budget.

This information will be made available to the EuroArt membership.