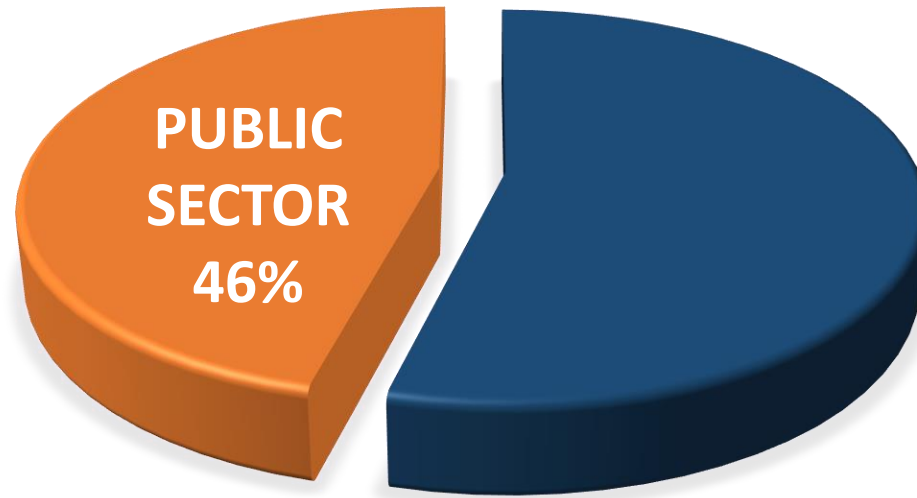


TEATRO  
REGIO  
P A R M A  
FONDAZIONE

# ETHICAL FUNDRAISING

# SOURCE OF FUNDING



**MIBAC FUS** - Department of Art and Performances



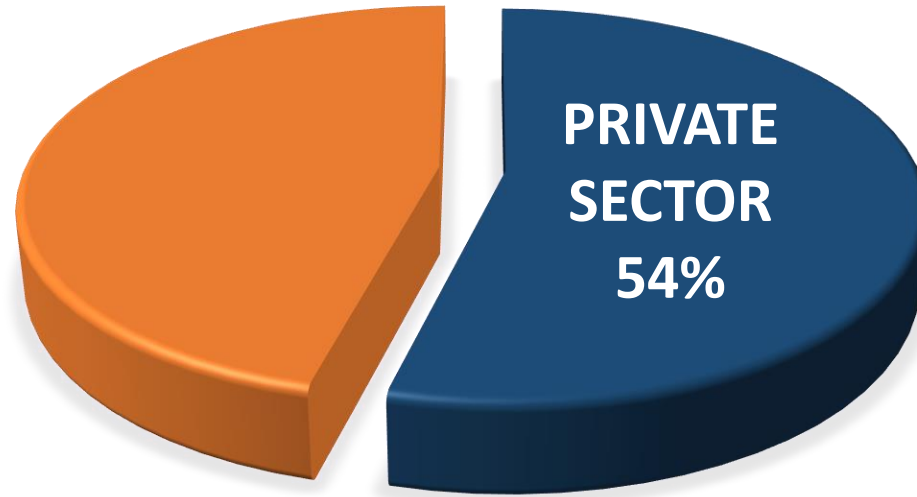
**RER** - Emilia Romagna Region Administration



COMUNE DI PARMA

**COMUNE DI PARMA-** Parma town Council

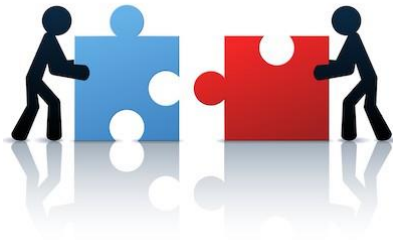
# SOURCE OF FUNDING



SPONSORSHIP



CO-MARKETING



COMMERCIAL  
ACTIVITIES



BOX OFFICE



# SOURCE OF FUNDING

## FTRP MAIN SPONSORSHIPS



# DONOR PURPOSE

## COMMERCIAL

- Fame Growth
- Customer level upgrade
- Media coverage
- Product or service appeal Growth
- Stakeholder hospitality
- Results control and leverage
- Commercial communication and cultural penetration convergence

# DONOR PURPOSE

## POLITICAL

- Company identity qualification
- Sustainable development promotion
- Corporate image
- Company values and culture diffusion
- Civil society penetration

# DONOR BENEFIT

- Brand recognition in FTRP communication
- Recognition in select FTRP programs
- Invitations to FTRP events according to the level of sponsorship
- Access to early registration and priority seating
- Opportunities for cross-promotion on FTRP social media channels
- Training programs for managers and employee
- Personalized opportunities created with FTRP to maximize your company's contribution and meet your business objectives

# POTENTIAL FTRP DISADVANTAGES

- Exclusive right
- Difficult budget and planning
- Image maintenance
- Losing trust
- Association with poor quality



# FTRP APPROACH

## **REFUSAL OF TOXIC BRANDS**

### Reason

According to FTRP statute we have as primary mission to spread culture among old and, overall, new generation.

Being citizens needs and customer sophistications raised a lot during last 5 years, we decided not to hurt any citizens feelings avoiding and declining to approach and deal with brands recognized as toxic or potentially hurtful from, even, a small group of people.

# FTRP APPROACH

## DIRECT MANAGEMENT OF SOCIAL INITIATIVES TO LEVERAGE SUSTAINABLE APPROACH OF OUR DONORS:

- **REGIOINSIEME** hospitality dedicated to most vulnerable people
- **REGIOINSIEME** training on guided tours to help weaker women from poor countries to learn a profession, to find and to maintain employment
- **VERDI OFF** diffusion of culture in difficult boroughs with popular events linked to FV