

SPONSORS' CALL FOR PROPOSAL

"RGB LIGHT EXPERIENCE" FESTIVAL - 2018 Edition

RGB Light Experience - Roma Global Brightness - is the first urban festival in Rome of light art, bright installations and video mapping. RGB involves from 2015 artists and creative with the purpose to spread the art of the light in all of its applications. Concluded with success the second edition of the Festival, the team of RGB is already thinking about the next one.

The third edition of the Festival will take place in Rome on October 2018, in the urban context that better represents the future of our society: a cosmopolitan place made of a mixture of different realities, coexistence between people and where colors and customs are twisted, influencing each other and unconsciously creating new worlds. This is the triangle of land that has its vertices in the pedestrian area of Pigneto, the Alessandrino Aqueduct of Parco Sangalli and Piazza Malatesta; an urban route of about four kilometers that runs along the historic streets, architecture and landscapes of the neighborhood. The artistic installations of RGB Light Experience will create a strong union with the environment that hosts them; the artwork will become part of the district and the district will participate into the artwork, exalting each other in an exchange that tends to fusion.

The experience of RGB will involve about twenty light installations, urban light artworks and video mapping, and will include moments of teaching, confrontation and sharing through meetings, workshops and laboratories.

WITH THE FOLLOWING PUBLIC STATEMENT

Luci Ombre S.r.l. announces its intention to look out for possible sponsors willing to support the third edition of the festival RGB Light Experience.

1. PROMOTER OF THE INITIATIVE

Luci Ombre S.r.l., is a company that manage with planning and realizing events and shows and of arranging stagecraft and lighting designing. The company was founded in Rome in 2009 by the initiative of Diego Labonia, standing out from the beginning for the unconventional, innovative and experimental character of its projects.

The strength of Luci Ombre stands mainly in the ability to merge opposed worlds, such as art and science or analog and digital technology, giving life to a successful combination that gets an excellent media and public response.

From the experience of Luci Ombre S.r.l., was born in 2015 RGB Light Experience, the first festival of light art, light installations, video mapping - unpublished and site-specifics - of Rome.

Luci Ombre S.r.l. assumes the role of Sponsee as the subject responsible for the sponsorship procedure.

2. RECIPIENTS OF THE PROPOSAL

Recipients of this sponsorship proposal are individual or collective subjects / entrepreneurs, public or private bodies, enterprises, associations, foundations, cooperatives, consortia, even temporary and in any form established, in Italy or abroad.

3. OBJECT OF THE PROPOSAL

Sponsorships will be aimed at the realization and enrichment of the cultural artistic offer and services within RGB Light Experience Festival - 2018 edition.

Sponsorships can take place in the form of economic disbursement or with the direct provision of services or supply of goods.

Relations between sponsors and Luci Ombre will be regulated by sponsorship agreements / contracts, in the form of private writing. The agreements / contracts of sponsorship may provide, as a due for the payment, both a cash amount (after the emission of regular invoices by Luci Ombre) and the supply of goods / services.

For the event is expected the presence of several sponsors and, when not agreed in the contract, the sponsor will have no exclusive right for the single event.

4. TYPE OF SPONSORSHIPS

There are three types of sponsorship:

- Financial sponsorships (in the form of economic disbursement);
- Technical sponsorships (in the form of supply of goods, services or other utilities);
- Mixed sponsorships, partly financial and partly technical.

Financial sponsorships will be aimed at covering part of the production costs of the artworks that will be exhibited along the route of the Festival and of the cultural initiatives planned for the Festival, such as workshops, laboratories and meetings with artists and specialists of the sector. The financial contribution will otherwise allow the sponsorship of a particular artwork among those selected by the artistic direction, or the production of an artwork dedicated to the sponsor's brand.

Technical sponsorships may consist in the supply of goods or provision of services useful for the performance of the Festival.

5. GENERAL COMMITMENTS OF THE SPONSEE

In order to obtain an adequate level of public evidence, Luci Ombre undertakes to the subjects identified as sponsors, in general and keeping on mind the type of the sponsorship, to recognize:

- return of image through the publication of the sponsor's logo or brand in all communication and promotion campaigns, in paper form and online, as well as in press releases, on the official Festival website (www.rgblightfest.com) and on the RGB's official social media channels.
- possibility of placement, along the route of the Festival, of advertising stands dedicated to the sponsor.
- possibility of distribution of thematic gadgets, promotional and informative materials of the sponsor at the info points positioned along the route of the Festival.
- possibility to decide further forms of collateral and exclusive services.

6. CONDITIONS OF PARTICIPATION AND TERMS

The request for sponsorship must be sent by e-mail to the following address: info@rgblightfest.com, specifying in the subject "Proposal for sponsorship RGB 2018", or by telephone to +39 338 1182870.

After the submission of the application, you will be contacted by the staff of Luci Ombre S.r.l. in order to set, according to the needs, a telephone meeting or a private interview in order to define the terms and conditions of the sponsorship.