

## How to join us?

### Contributions

You can support Prométhéa with an annual contribution which is taxable pursuant to article 2 of the VAT Code and is fully deductible under advertising expenses . The contribution is invoiced by Prométhéa under the heading « Services and Advices – Sponsoring ».

### Associate members:

€1130 excl. VAT per year for SMEs (turnover < €25 million and workforce in Belgium < 250 people)  
€2260 excl. VAT per year for big companies

### Partner members:

From €9290 excl. VAT per year or from €18,000 in kind.

### Donation:

Your donations from €40 are tax deductible (article 104 §1 of the 1992 Income Tax Code). For a company, the full amount of deductible donations is limited to a maximum of 5% of the annual net taxable income, for a total amount of €500,000. You can send your donations for Prométhéa to the King Baldwin Foundation 21 Rue Brederode - 1000 Brussels (opening soon).

## Who are we?

Founded in 1985, Prométhéa endeavours to publicise and develop corporate patronage, particularly in the fields of the Arts and Architectural Heritage in Brussels and in the French-speaking Community. As the main reference for corporate patronage in Belgium, Prométhéa is a link between the public authorities, companies, cultural operators and media.

The association organises events and activities along four lines:

- To advise companies about patronage
- To inform the various public target groups about the reasons for and advantages of corporate sponsorship
- To promote cultural and/or heritage projects in search for patronage
- To develop the interest and challenges of patronage

To see its mission to a successful conclusion, Prométhéa benefits from a “public-private” partnership that brings together the Belgian French community, the Walloon regional government and the Brussels regional government on the one side and 75 companies on the other.

## How to contact us?

**Contact:** Katia Moreau, [katia.moreau@promethea.be](mailto:katia.moreau@promethea.be) – 02/340.13.82 or 0477.634.085

### Headquarters

225 Avenue Molière– 1050 Brussels  
Telephone: 02/513.78.27 – Fax: 02/502.26.57

### Namur Office

Place d 'Armes 1 - 5000 Namur  
Tél: 081/23.44.44 - Fax: 081/23.44.45

Site: [www.promethea.be](http://www.promethea.be)

E-Mail: [info@promethea.be](mailto:info@promethea.be)

IBAN BE 69 3100 6119 6578

# Being a member of Promethea means being a corporate funder and...



To benefit from expertise



Keep up to date!



To promote your patronage actions



To widen your relations

## Your company has an active patronage policy or wishes to initiate patronage actions?

Then join Prométhéa !

### Being a member of Promethea ...

#### Means being a corporate funder

##### Right and responsibility

Corporate patronage covers a vast and varied reality today: patronage of initiative, crossed patronage, voluntariate, patronage of competences, loan of infrastructures, staff involvement, etc. It illustrates the commitment and responsibility of companies conscious of their role of general interest beyond their economic mission.

##### Reputation and confidence

The influence of a company in the long term closely depends on its commitment towards the improvement of its ecological, social and cultural environment. This contribution often leads to a highly positive image. It also reinforces attractiveness and customer empathy, and enables a company to be different on the market.

##### Mobilization of staff

The patronage develops the staff's motivation. It is also an asset in the recruitment process. Corporate patronage federates the staff within a positive dynamic. But corporate patronage also enables a company to give its values concrete form.

##### Notoriety and territorial anchoring

For a company which wishes to be integrated on its territory of establishment, patronage consistent with the company's history and field of activity creates footbridges and reinforces the anchoring of the patron in his environment or his territory. Patronage is then capable of supporting the integration of the company with the public authorities and/of the civil society. This in turn facilitates the acceptance of its activities and its role.

## You will benefit from many advantages !

### To benefit from expertise

#### Corporate patronage

You have a question relating to the development, communication, evaluation or the practical aspects of your cultural patronage of sponsoring? We provide you suitable information and resources regarding the strategic or operational aspects of your patronage.

#### Culture and Heritage

You are in search of a cultural operator who will take part in your communication objectives? You would like to check the reliability of a potential partner and to find out which fields foster competition? You seek to establish a panel? ? You seek a show, a cultural venue for your seminar? You want your patronage budget to be checked? You can count on our experience and in-depth knowledge of the cultural world.

#### Tax and legal aspects

You seek legal or tax information relating to your actions of patronage/sponsoring? We provide you access to documents but also to a customised consultancy service of thanks to our partnership with the law firm Allen & Overy LLP and the competencies of its tax experts.

### To promote your patronage actions

#### Caius contest

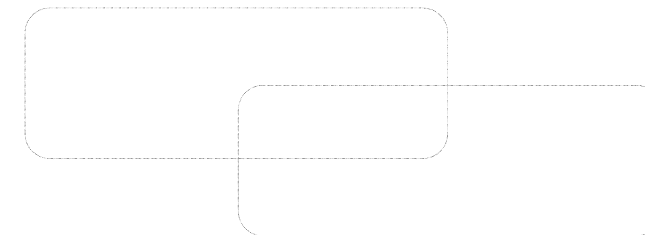
Your company made a cultural partnership or restored a listed building... Publicise the fact! Subscribe to our Caius contest - the yearly award for corporate sponsorship. This famous event generates more than 170 echoes in the press and accommodates more than thousand economic, political or cultural personalities.

#### Organization of events

Prométhéa has extensive experience in organising events around the theme of patronage. We have a file of more than 8,000 contacts. If you would like to organize an event around your patronage action, contact us!

#### Communication media

Via our electronic letter "A News" (6x/year - 8,000 contacts) and our website [www.promethea.be](http://www.promethea.be) (2,000 visitors month) we relay your patronage and/or social sponsoring action to a targeted public. Our communication documents -- invitations, press releases, programs, media campaigns, etc. are deployed to secure broad visibility for you as a patron and a member of Prométhéa, with each event or activity.



### To widen your relations

#### Regular appointments

Interact with your peers, enhance your knowledge, come and discover the diversity of the fields of action and the forms of patronage, widen your field of contacts...

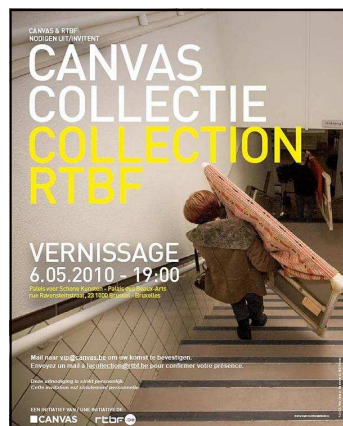
We offer you privileged access to the network of patronage stakeholders through meetings, conferences or our Caius contest.

#### Exclusive meetings

We give you the opportunity to create privileged links with our members through very private and exclusive meetings reserved for our members only. Economic visits, cultural discoveries, business clubs, working groups or the annual cocktail party or our members are some of the very private occasions to establish and cultivate relations with other companies that share the same interests.

#### Business gifts

You wish to invite your customers, the members of your staff or the beneficiaries of your patronage actions in order to share your convictions, to make them discover the interests and challenges of patronage? We give you the opportunity to provide them with complimentary tickets for our events, free subscriptions to our workshops or a concession fee to join our association.



Canvas /RTBF Collection  
RTBF Sponsorship



Cinematek - Delvaux Collection  
Triodos Bank Sponsorship



Angel Fountain - Namur  
ING Sponsorship

### Keep up to date!

#### Thanks to Prométhéa

Be informed by e-mail 1x/month of the latest trends, major or innovating actions of other companies, cultural trends, and significant events, and receive our publications, studies and programs free of charge.

#### Thanks to our cultural partners

Your "VIP Member of Promethea" card provides access to many cultural activities free of charge or with a concession fee and grants you the privilege to be invited to previews and exclusive cultural events. Discover our cultural partners and the opportunities they can offer to your company.