

Benefits Matrix¹

There are three sponsorship tiers, based on the value of the sponsorship:

- **SILVER SPONSOR:** UP TO EUR 49,999.99
- **GOLD SPONSOR:** FROM EUR 50,000.00 TO EUR 199,999.00
- **DIAMOND SPONSOR:** FROM EUR 200,000.00

Each tier offers different benefits, as set out below.

SILVER SPONSOR TOTAL VALUE UP TO EUR 49,999.99

USE OF THE ITALY PAVILION LOGO/BRAND

☐ Use of the Italy Pavilion logo/brand for corporate advertising and communication initiatives.

PRESENCE AND VISIBILITY WITHIN THE ITALY PAVILION

☐ Display of the logo on the Italy Pavilion's external screen.

VISIBILITY IN THE COMMUNICATIONS PROGRAMME AND MARKETING ACTIVITIES

- ☐ Display of the logo in the sponsors section of the Italy Pavilion website.
- ☐ Inclusion of the sponsor's logo in the post-event commemorative publication.
- ☐ Preparation and distribution of a press release to the media.
- ☐ Participation in the opening ceremony and the Italy Pavilion's National Day.

BUSINESS OPPORTUNITIES AND FACILITIES

- ☐ Networking opportunities with other domestic and international sponsoring companies.
- ☐ 10 admission tickets to Expo Yokohama 2027.
- ☐ VIP access to the Italy Pavilion.

¹ Travel costs incurred in participating in the event are excluded from the value of the sponsorship.

GOLD SPONSOR
TOTAL VALUE FROM EUR 50,000.00 TO EUR 199,999.00

USE OF THE ITALY PAVILION LOGO/BRAND

- ☐ Use of the Italy Pavilion logo/brand for corporate advertising and communication initiatives.

PRESENCE AND VISIBILITY WITHIN THE ITALY PAVILION

- ☐ Display of the logo on the Italy Pavilion's external screen.
- ☐ Support team available throughout the entire six-month period.

VISIBILITY IN THE COMMUNICATIONS PROGRAMME AND MARKETING ACTIVITIES

- ☐ Display of the logo in the sponsors section of the Italy Pavilion website.
- ☐ Inclusion of the sponsor in the post-event commemorative publication, with one dedicated page.
- ☐ Preparation and distribution of a press release to the media.
- ☐ Inclusion of the sponsor's logo in all Italy Pavilion communication materials.
- ☐ Participation in the Italy Pavilion's main official events.

BUSINESS OPPORTUNITIES AND FACILITIES

- ☐ Networking opportunities with other domestic and international sponsoring companies.
- ☐ 30 admission tickets to Expo Yokohama 2027.
- ☐ VIP access to the Italy Pavilion.
- ☐ Opportunity to sell products online, **subject** to activation of the service² by the Italy Pavilion.

2 Any online sale of products shall be governed by a separate contractual provision and shall be subject to the payment of a royalty to the Italy Pavilion, the amount of which shall be determined at a later date, in addition to any other royalties, taxes and duties payable in accordance with the Organisers' regulations and applicable Japanese law.

DIAMOND SPONSOR
TOTAL VALUE FROM EUR 200,000

USE OF THE ITALY PAVILION LOGO/BRAND

- ☐ Use of the Italy Pavilion logo/brand for corporate advertising and communication initiatives.
- ☐ Designation as an Italy Pavilion Brand Ambassador for the relevant exclusive product category, for sponsorships exceeding EUR 300,000.00.

PRESENCE AND VISIBILITY WITHIN THE ITALY PAVILION

- ☐ Display of the logo on the Italy Pavilion's external screen.
- ☐ Support team available throughout the entire six-month period.

VISIBILITY IN THE COMMUNICATIONS PROGRAMME AND MARKETING ACTIVITIES

- ☐ Display of the logo in the sponsors section of the Italy Pavilion website.
- ☐ Inclusion of the sponsor in the post-event commemorative publication, with two dedicated pages.
- ☐ Preparation and distribution of a press release to the media.
- ☐ Inclusion of the sponsor's logo in all Italy Pavilion communication materials.
- ☐ Participation in the Italy Pavilion's official events.
- ☐ Development of co-marketing activities.

BUSINESS OPPORTUNITIES AND FACILITIES

- ☐ Networking opportunities with other domestic and international sponsoring companies.
- ☐ 50 admission tickets to Expo Yokohama 2027.
- ☐ VIP access to the Italy Pavilion and to pavilions of strategic interest to the sponsor.
- ☐ Organisation of dedicated B2B meetings with local stakeholders and stakeholders from other participating countries.
- ☐ Opportunity to sell products online, subject to activation of the service³ by the Italy Pavilion.

3 Any online sale of products shall be governed by a specific contractual provision and shall be subject to the payment of a royalty to the Italy Pavilion, the amount of which shall be determined at a later date, in addition to any other royalties, taxes and duties payable in accordance with the Organisers' regulations and applicable Japanese law.