

ANNEX 2 Benefit

Matrix (1)

There are five classes of sponsors, depending on the value of the sponsorship:

- BRONZE SPONSOR: UP TO 249,999 EUROS
- SILVER SPONSOR: FROM 250,000 TO 499,999 EUROS
- GOLD SPONSOR: FROM 500,000 TO 749,999 EUROS
- PLATINUM SPONSOR: FROM 750,000 TO 999,999 EUROS
- DIAMOND SPONSOR: MORE THAN 1,000,000 EUROS

Each class has different benefits, as shown below.

BRONZE SPONSOR TOTAL VALUE UP TO 249,999 EUROS

USE OF THE ITALIAN PAVILION LOGO/BRAND

- Use of the Italian Pavilion logo/brand for advertising and corporate communication initiatives;
- inclusion of the sponsor logo in the commemorative publication after the event;

PRESENCE AND VISIBILITY INSIDE THE ITALIAN PAVILION

- Logo inclusion in the Italian Pavilion sponsor screen;

VISIBILITY IN THE COMMUNICATION PROGRAM AND IN MARKETING ACTIVITIES

- Logo inclusion in the sponsor section of the website www.italyexpo2025osaka.it;
- Preparation of press release and dissemination to the media;
- Inclusion of the logo in all the communication tools of the Italian Pavilion;

BUSINESS OPPORTUNITIES AND FACILITIES

- Networking with other national and international sponsoring companies;
- Special rates for trips and stays in Osaka;
- 20 admissions to Expo 2025 Osaka
- Guided tours of the Italian Pavilion for the sponsor's customers and stakeholders. 1.

1) The costs of travelling to participate in the event are excluded from the sponsorship price.

SILVER SPONSOR TOTAL VALUE FROM 250,000 TO 499,999

EUROS USE OF THE ITALIAN PAVILION LOGO/BRAND

- Use of the Italian Pavilion logo/brand for advertising and corporate communication initiatives;
- Inclusion of sponsors in the post-event commemorative publication (1 dedicated page);

PRESENCE AND VISIBILITY INSIDE THE ITALIAN PAVILION

- Logo inclusion in the Italian Pavilion sponsor screen;
- Presence of the logo within specific areas of the Italian Pavilion;

VISIBILITY IN THE COMMUNICATION PROGRAM AND IN MARKETING ACTIVITIES

- Logo inclusion in the sponsor section of the website www.italyexpo2025osaka.it;
- Preparation of press release and dissemination to the media;
- Promotion of the sponsor in the communication plan of the Italian Pavilion (interviews, editorials, newsletters);
- Inclusion of the logo in all the communication tools of the Italian Pavilion;
- Participation in the main official events of the Committee;

BUSINESS OPPORTUNITIES AND FACILITIES

- Networking with other national and international sponsoring companies;
- Special rates for trips and stays in Osaka;
- 35 admissions to Expo 2025 Osaka;
- VIP access to the Italian Pavilion;
- Guided tours of the Italian Pavilion for the sponsor's customers and stakeholders.

GOLD SPONSOR TOTAL VALUE FROM 500,000 TO 749,999 EUROS

USE OF THE ITALIAN PAVILION LOGO/BRAND

- Use of the Italian Pavilion logo/brand for advertising and corporate communication initiatives;
- Development of Co-Branding campaigns;
- Inclusion of sponsors in the post-event commemorative publication (2 dedicated pages);

PRESENCE AND VISIBILITY INSIDE THE ITALIAN PAVILION

- Logo inclusion in the Italian Pavilion sponsor screen;
- Presence of the logo within specific areas of the Italian Pavilion;
- Support team for the entire 6-month period

VISIBILITY IN THE COMMUNICATION PROGRAM AND IN MARKETING ACTIVITIES

- Dedicated sponsor page in the section of the website www.italyexpo2025osaka.it;
- Dedicated press conference and press kit, live and video coverage of the press conference;
- Promotion of the sponsor in the communication plan of the Italian Pavilion (interviews, editorials, newsletters);
- Promotion of the sponsor in the social media communication plan of the Italian Pavilion (Twitter, Instagram and TikTok);
- Inclusion of the logo in all the communication tools of the Italian Pavilion;
- Participation in the official events of the Committee;
- Participation in the press conference to present the Italian Pavilion;
- Participation in the Italian Pavilion road shows organised in Italy by the Committee; Participation in the pre-opening event of the Italian Pavilion;

- Development of co-marketing activities;

BUSINESS OPPORTUNITIES AND FACILITIES

- Participation in B2B meetings with local stakeholders and stakeholders from other participating countries;
- Networking with other national and international sponsoring companies;
- Use of the common areas of the Italian Pavilion (auditorium, meeting room, VIP Lounge, restaurant) in a manner to be agreed with the Committee;
- Availability of spaces or venues on the Expo site and outside the Italian Pavilion to organise events and business presentations;
- Special rates for trips and stays in Osaka;
- 70 admissions to Expo 2025 Osaka;
- VIP access to the Italian Pavilion and to the pavilions of strategic interest to the sponsor;
- Guided tours of the Italian Pavilion for the sponsor's customers and stakeholders.

PLATINUM SPONSOR TOTAL VALUE FROM 750,000 TO 999,999

EUROS USE OF THE ITALIAN PAVILION LOGO/BRAND

- Rights to use the Italian Pavilion logo/brand for advertising and corporate communication initiatives;
- Development of Co-Branding campaigns;
- Inclusion of sponsors in the post-event commemorative publication (4 dedicated pages);

PRESENCE AND VISIBILITY INSIDE THE ITALIAN PAVILION

- Logo inclusion in the Italian Pavilion sponsor screen;
- Presence of the logo within specific areas of the Italian Pavilion;
- Use of temporary exhibition areas in a manner to be agreed;
- Support team for the entire 6-month period;

VISIBILITY IN THE COMMUNICATION PROGRAM AND IN MARKETING ACTIVITIES

- Dedicated sponsor page in the section of the website www.italyexpo2025osaka.it;
- Dedicated press conference and press kit, live and video coverage of the press conference;
- Promotion of the sponsor in the communication plan of the Italian Pavilion (interviews, editorials, newsletters);
- Promotion of the sponsor in the social media communication plan of the Italian Pavilion (Twitter, Instagram and TikTok);
- Premium position of the logo in all the communication tools of the Italian Pavilion;
- Participation in the official events of the Committee;
- Participation in the press conference to present the Italian Pavilion;
- Participation in the Italian Pavilion road shows organised in Italy by the Committee;
- Participation in the pre-opening event of the Italian Pavilion;
- Development of co-marketing activities;

BUSINESS OPPORTUNITIES AND FACILITIES

- Organisation of dedicated B2B meetings with local stakeholders and stakeholders from other participating countries;
- Networking with other national and international sponsoring companies;
- Use of the common areas of the Italian Pavilion (auditorium, meeting room, VIP Lounge, restaurant) in a manner to be agreed with the Committee;
- Availability of spaces or venues on the Expo site and outside the Italian Pavilion to organise events and business presentations;
- Special rates for trips and stays in Osaka;
- 150 admissions to Expo 2025 Osaka;
- VIP access to the Italian Pavilion and to the pavilions of strategic interest to the sponsor;
- Special guided tours of the Italian Pavilion for the sponsor's customers and stakeholders.

DIAMOND SPONSOR TOTAL VALUE STARTING FROM 1,000,000 EUROS

USE OF THE ITALIAN PAVILION LOGO/BRAND

- Rights to use the Italian Pavilion logo/brand for advertising and corporate communication initiatives;
- Status of Brand Ambassador of the Italian Pavilion for the exclusivity category;
- Development of Co-Branding campaigns;
- Inclusion of sponsors in the post-event commemorative publication (6 dedicated pages);

PRESENCE AND VISIBILITY INSIDE THE ITALIAN PAVILION

- Logo inclusion in the Italian Pavilion sponsor screen;
- Presence of the sponsor's logo in specific areas of the Italian Pavilion;
- Use of temporary and/or permanent exhibition areas in a manner to be agreed;
- Support team for the entire 6-month period;

VISIBILITY IN THE COMMUNICATION PROGRAM AND IN MARKETING ACTIVITIES

- Dedicated sponsor page in the section of the website www.italyexpo2025osaka.it;
- Dedicated press conference and press kit, live and video coverage of the press conference;
- Promotion of the sponsor in the communication plan of the Italian Pavilion (interviews, editorials, newsletters);
- Promotion of the sponsor in the social media communication plan of the Italian Pavilion (Twitter, Instagram and TikTok);
- Exclusive position of the logo in all the communication tools of the Italian Pavilion and of the related external advertising and advertising campaigns;
- Participation in the official events of the Committee;
- Participation in press conferences to present the Italian Pavilion and the schedule of events;
- Participation in the Italian Pavilion road shows organised in Italy by the Committee with an intervention as a speaker and targeted promotion of the company;
- Participation in the pre-opening event of the Italian Pavilion;
- Development of co-marketing activities;

BUSINESS OPPORTUNITIES AND FACILITIES

- Organisation of dedicated B2B meetings with local stakeholders and stakeholders from other participating countries;
- Networking with other national and international sponsoring companies;
- Use of the common areas of the Italian Pavilion (auditorium, meeting room, VIP Lounge, restaurant) in a manner to be agreed with the Committee;
- Availability of spaces or venues on the Expo site and outside the Italian Pavilion to organise events and business presentations;
- Special rates for trips and stays in Osaka;
- 250 admissions to Expo 2025 Osaka;
- VIP access to the Italian Pavilion, to the pavilions of strategic interest to the sponsor and to the themed pavilions;
- Special guided tours of the Italian Pavilion for the sponsor's customers and stakeholders