SPONSORSHIP BENEFITS & VISIBILITY PLAN

All Events from 27 November to 7 December 2026 at FIERA DI ROMA

This document sets out the methodological guidelines, participation criteria, and visibility opportunities designated for commercial partners. Sponsorship packages and financial brackets are structured to ensure maximum brand value in proportion to the financial or technical contribution provided.

Title Sponsor – Exclusive / Sole Offer (Auction Base: € 100,000+)

Naming & Branding:

- Brand association in event title: "ISSF World Cup Final & Campionati Italiani 2026 presented by [Brand]" (or ISSF-approved wording).
- Absolute product category exclusivity across the entire event.
- Top-of-pyramid co-branding presence on all LOC (UITS/FITAV) signage and promotional materials.

On-Site & Fiera Roma:

- 50% reserved visual display area along connecting corridors (height: 2 m).
- Logo on LOC mixed zone backdrop (subject to ISSF technical regulations).

PR & Hospitality:

- 1 reserved table (8-10 seats) and official welcome speech at the Gala Dinner.
- Official speaking slot at the Presentation Press Conference.
- 15 Full Access VIP Passes (Hospitality Area, athletes & VIP lounge access).

2027 (National Circuit):

- Official UITS Partner qualification for the 2027 competitive season across all Italian Senior Championships and premier national circuit events.

Main Partner UITS *(Maximum 2–3 Non-competing Brands – € 41,000 to € 99,000)*

Branding & Spaces:

- Logo placement as "Main Sponsor LOC" on UITS/FITAV federal signage.
- 30% of total central corridor branding length (height: 2 m).

Communication & Media:

- Opening and closing logo credit in official press releases and press kits.
- Leaderboard top-page banner on federal website and official event landing page for 6 months.
- Dedicated social campaign: min. 3 brand integration reels/posts across UITS channels before, during, and post-event.

Hospitality:

- 4 invitations to the institutional Gala Dinner.
- Official attendance and verbal acknowledgment at the Press Conference.
- 8 VIP Passes with Lounge access and reserved seating.

2027:

- Logo on all interview backdrops and roll-up banners at 2027 UITS national calendar events.

Gold Sponsor *(Target: € 15,000 to € 40,000)*

Branding & Spaces:

- Presence on UITS/FITAV institutional signage as "Local Partner".
- 15% of available corridor display space.
- Exhibition desk / promotional station with corporate roll-up setup.

Digital & PR:

- Logo in the partner section of the UITS website linking to the corporate site.
- Logo placement on award backdrops for national ISSF finals / Italian Championships.
- Up to 6 weekly appearances on social media channels (banner overlay during video interviews and logo appearances within World Cup-related content).
- Publication of cross-posting social content in collaboration with the sponsor.

Hospitality:

- 2 invitations to the institutional Gala Dinner and 4 VIP Passes valid for competition finals.

Silver Sponsor *(Target: € 5,001 to € 14,999)*

Branding & Spaces:

- Presence on UITS/FITAV institutional signage as "Local Partner".
- 20% of corridor display space at the venue.

Digital & Hospitality:

- Logo in the footer of the official event and federal website.
- Up to 4 weekly appearances on federal social media channels (logo placement or area banner).
- 2 dedicated VIP Passes to attend the days of the finals.

Bronze Sponsor / Supporter *(€ 1,500 to € 5,000)*

Digital & Media:

- Inclusion of brand logo (micro format) on the partner thank-you page of the federal portal.
- Up to 2 daily cumulative appearances on official social channels during the event.
- Mention in the Federation's final cumulative wrap-up social media thank-you post.

Hospitality & Access:

2 reserved grandstand accreditations to attend the competition finals.

Branding & Spaces:

Presence on cumulative printed institutional signage with the qualification of "Local Partner".

Placement of one corporate roll-up banner (provided by the sponsor) exclusively within the designated entrance area.
No physical exhibition booth or dedicated commercial space granted inside the halls of Fiera di Roma.

Technical Sponsor / Industry Service *(€ 1,500 to € 5,000)*

Category strictly reserved for manufacturers, distributors, and specialized technical suppliers in the target shooting sector (sporting arms, ammunition, optics, technical clothing, targets, and electronic scoring equipment). Commercial offers are structured into predefined exhibition modules inside the halls of Fiera di Roma:

Industry Area – Stand Large:

- Allocation of an exhibition space.
- Authorization to provide official technical support on the field of play and direct assistance to finalist athletes.
- Inclusion in the federal social media editorial calendar with 2 dedicated posts.
- Issuance of 4 dedicated Exhibitor Passes.

Industry Area – Stand Medium:

- Allocation of an exhibition space.
- Authorization to provide official technical support on the field of play and direct assistance to finalist athletes.
- Corporate logo inclusion in the exhibitor section of the event website.
- Issuance of 2 dedicated Exhibitor Passes.

Industry Area – Stand Small:

- Allocation of an exhibition space.
- Authorization to provide official technical support on the field of play and direct assistance to finalist athletes.
- Logo inclusion within the cumulative list of exhibitors on the website.
- Issuance of 2 dedicated Exhibitor Passes.

GENERAL NOTES AND SAFEGUARD CLAUSES

1. Scope of Communication Activities:
Communication activities cover the full lifecycle of the events (pre-competition launch phase, staging of competitions from November 27 to December 7, 2026, and post-event press/media review). For Title and Main Partner tiers, benefits also extend to official events on the UITS national calendar for the 2027 competitive season.

2. Definition of Layout and Surface Area:
The final exhibition layout and the exact surface area of graphic branding will be strictly established by UITS only upon the official closing of the public call. Final assignment will follow criteria based on the hierarchy of the sponsorship tier and, secondarily, the chronological order of receipt of compliant applications.

3. Approval of Production Materials:

Dimensions, technical formats, and frequency of graphic or digital releases must comply with the UITS executive media plan, Fiera di Roma logistical provisions, and stringent broadcast/television standards. All executive graphic and exhibition materials are entirely at the expense and care of the sponsor, subject to prior written approval under UITS guidelines.

4. Absolute Primacy of ISSF Regulations:

With specific reference to the international event *"ISSF World Cup Final 2026"*, all provisions, commercial limitations, and vetoes of the International Shooting Sport Federation (ISSF) shall be deemed entirely prevalent over this document. UITS reserves the unappealable right to modify or exclude forms of communication and visibility whenever requested by the ISSF for regulatory compliance or television production requirements, without the sponsor being entitled to claim compensation or indemnities.

5. Strict Prohibition of Direct Retail Sales Without Authorization:

Any retail sales activity or direct over-the-counter selling to the general public within the Fiera di Roma spaces by sponsors and partners is strictly forbidden. This prohibition remains in force even if entities hold regular trade licenses, SCIA filings, or sector permits, unless an explicit and prior written authorization is issued by UITS and agreed upon with the competent Public Safety authorities.