

National Archaeological Museum  
Numismatic Museum  
Norwegian Institute at Athens  
Museum of Byzantine Culture

International Conference

**THE INSTITUTION OF SPONSORSHIP - FROM ANCIENT TO MODERN TIMES**  
**“ΔΕΙ ΓΑΡ ΤΟΥΣ ΕΥΠΟΡΟΥΣ ΧΡΗΣΙΜΟΥΣ ΠΟΙΕΙΝ ΕΑΥΤΟΥΣ ΤΟΙΣ ΠΟΛΙΤΑΙΣ” (Demosthenes)**

National Archaeological Museum at Athens, Numismatic Museum at Athens, Norwegian Institute at Athens, and the Museum of Byzantine Culture at Thessaloniki are pleased to announce the call for papers for the conference “The Institution of Sponsorship—From Ancient to Modern Times.” The conference will take place within the framework of the current exhibition at the Sofia Museum entitled “Leaving a Mark on History: Treasures from Greek Museums.”

Sponsorship was first institutionalized in the late 6th cent. BC. but it truly reached its peak during the Golden Age of Pericles, when it included many different aspects of social action. From antiquity to the present day sponsorship has undergone many and varied transformations, which have altered its goals and definition. For example, charity, patronage, benefaction, and donation are forms of sponsorship with different content. Modern sponsorship, particularly in the context of economic recession, is one of the most important institutions responsible for the proper functioning of cultural bodies and culture-related activities.

Objectives of the conference are: (a) to shed light on the social institutions of sponsorship and its development through time; (b) to link the sponsorship with important historical events and personalities; (c) to identify the problems facing this institution today; (d) to highlight the necessity of this institution and explore its various facets; and (e) to propose a new framework for the institution in both private and public context.

We invite contributions that deal in general with the theory of sponsorship and its establishment as an institution as well as related issues, such as the expectations of both sponsor and sponsored for socioeconomic or other benefits.

**Suggested paper topics:**

**1. Sponsorship in Antiquity**

Beginnings of sponsorship.

The place of sponsorship in Athenian Democracy (late 6th to late 4th cent. BC).

The gradual spread of sponsorship from Athens to Aegina, Thebes, Orchomenos, and other Greek cities on the mainland and in Asia Minor (early 3rd century BC to late 4th cent. AD).

Functions of the Athenian Democracy in the institution of voluntary patronage (clientele) in Roman times (e.g., monuments, worship, Olympic games, etc.) .

**2. The sponsorship during the Middle Ages**

Sponsors and donors in Byzantium (early 5th cent. AD to 1453).

Sponsors and patrons of the arts and artists in both East and West.

Sponsors and patrons during the Ottoman period, until the foundation of the modern Greek state (1453-1830).

Sponsors and patrons in the early modern Greek state (1830-1900).

### **3a. Sponsorship in the 20th and 21st century**

Greek and international sponsorship.

European Union sponsorship.

Cultural sponsorship of the Ministry of Culture (archaeological research - protection of antiquities, modern cultural heritage , public and private sector).

Private sponsorship and cultural and archaeological heritage (e.g., Onassis Foundation, Stavros Niarchos Foundation, INSTAP Research Grants, John S. Latsis Public Benefit Foundation, A.G. Leventis Foundation, etc.).

### **3b. The continuation of sponsorship today and its context**

Importance of sponsorship for the preservation and development of cultural institutions and services.

Sponsorship and donation.

Volunteering.

The sponsorship from the economic and communicative perspective: implications for donors and recipients of grants.

Cultural and social contribution of sponsorship: corporate strategies of the private sector.

Commercial sponsorship.

Sponsorship and private -public partnerships.

Gift and gift in return.

Benefits for the sponsor and the sponsored.

The conference will take place in Thessaloniki, Greece at the auditorium of the Museum of Byzantine Culture, between February 7 and 9, 2014. The meetings include two days of presentation of papers and roundtables and a day reserved for an optional visit to the Archaeological Museum in Sofia, Bulgaria, the location of the "Leaving a Mark on History" exhibition. The organizers intend for the conference to coincide with the beginning of Greece European Union presidency. The cost of accommodation for the speakers will be covered by the conference organizers. The conference proceedings will be issued by the Norwegian Institute at Athens and will include both presented papers and roundtable discussions.

The languages of the conference are English and Greek. The presentations are not to exceed 20 minutes of speaking time. Please send the title and a short abstract (not more than 200 words) electronically to the conference Organizing Committee at **contact.sponsorshipconference@gmail.com** by **December 31, 2013**.

On behalf of the organizers:

Dr. George Kakavas

Director of the Numismatic Museum and Acting Director of the National Archaeological Museum

Prof. Panos Dimas

Director of the Norwegian Institute at Athens

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**REGISTRATION FORM**

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ABSTRACT (maximum 200 words):