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**The OCC'YGENE Fund** is Occitanie's regional tourism and leisure sponsorship fund. Created by Occitanie's Regional Tourism and Leisure Committee (Comité Régional du Tourisme et des Loisirs Occitanie), this dedicated fund is managed under the aegis of the Essentiem\* National Fund.

### 3 PRIORITY AREAS

1 Access to tourism and leisure for all, particularly for local residents who are furthest away from these activities.

2 Environmental education and raising awareness of environmentally sensitive areas.

3 Increasing the positive and inclusive impact of tourism on the region and local residents.

Through the commitment and generosity of its founding sponsors, the fund enables players in Occitanie to take action to:

- >> Support community initiatives on access to tourism and leisure activities;
- >> Foster community spirit in our regions;
- >> Promote acceptance of tourism;
- >> Work together to develop sustainable practices;
- >> Foster knowledge and preservation of fragile ecosystems;
- >> Improve inclusion and connections between local residents and visitors...

The Essentiem National Fund provides the players in the OCC'YGENE Fund with a range of services:

- >> legal insurance;
- >> financial advice;
- >> tax treatment of donations;
- >> marketing support;
- >> inclusion in a network of players.

*\*The Essentiem Fund is run by a community of committed sponsors and players. It supports the major changes currently under way in tourism practices by supporting and developing public interest projects, such as the OCC'YGENE Fund.*





## Want to set up a public interest project?

### WHAT IS A PUBLIC INTEREST PROJECT?

It's an initiative of public interest, whose target beneficiaries are not restricted, and which involves one or more types of sponsorship.

### WHO CAN SUPPORT A CAUSE?

Any organisation, as long as it is a non-profit, charitable organisation and has no conflict of interest with private-sector bodies: local authorities, joint associations, tourism, disability, education/teaching, environmental charities, sports event organisers, local tourist boards/committees, tourist offices, nature parks, nature conservation areas, etc.



### WHAT DETAILS SHOULD YOU PROVIDE TO HAVE YOUR PROJECT SUPPORTED BY THE FUND?

- >> Define the scope of the project: aim, beneficiaries, partners and service providers.
- >> Assess the cost, financial requirements and human resources, and identify potential local sponsors.



# Want to get involved and become a donor?

Whatever type of support you choose, be it financial, in the form of skills (human resources), equipment or in-kind services, your donations can:

- >> either contribute to the OCC'YGENE Fund and support regional projects defined in its action plan;
- >> or support specific local projects.

## WHAT ARE THE BENEFITS?

- >> Added value and a sense of purpose for your company
- >> Average tax relief of 60% to 66% according to the applicable laws
- >> Commitment to CSR initiatives
- >> Company recognition and promotion scheme
- >> Promotion of initiatives of public interest in your area.

## ANYONE CAN BECOME A DONOR

Whatever the amount of your donation, whether it's a one-off payment or an annual contribution, you'll be part of the fund's community and benefit from a tailored recognition scheme.

## DIFFERENT LEVELS OF DONOR RECOGNITION:

- >> Recognition in official CRTL documents
- >> Mention in communications relating to funded projects
- >> Participation in fund events
- >> Publication of posts on social networking sites
- >> Tailored promotional kit provided





# The Founding Sponsors Club of the Occitanie Tourism and Leisure Fund:





## Join the OCC'YGÈNE Regional Sponsorship Fund and become a player in tomorrow's tourism!

>> Join the community of tourism and leisure sponsors committed to developing open, responsible and fair tourism.

>> Use our services to design, support and evaluate an initiative of public interest in your area of impact.

>> Benefit from a simplified selection process for projects in Occitanie thanks to a decentralised Board of Trustees.

>> Discover tools for promoting and raising awareness of your charitable initiatives.

I would like to join the  
**OCC'YGÈNE**  
Regional Sponsorship Fund

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### CONTACT PERSON

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**essentiem**

LA COMMUNAUTÉ DES MÉCÈNES ET ACTEURS  
POUR UN TOURISME PLUS ENGAGÉ