

**Confirmed by
Order № 252 dated 30 July 2019
by the General Director
of the State Hermitage**

REGULATIONS FOR THE “HERMITAGE FRIENDS’ CLUB” SPECIAL PROGRAMME*

1. INTRODUCTORY REMARKS

The Regulations for the “Hermitage Friends’ Club” special programme (hereinafter also Regulations) determine the procedure for the interaction between the State Hermitage and its patrons and sponsors and contain a general description of the main characteristics and procedure for the operation of the said programme.

The Regulations have been drawn up on the basis of current legislation defining the procedure and conditions for the realization of charitable, patronage and also sponsorship activities, in particular the Russian Federal Law of 11 August 1995 № 135-FZ “On charitable and voluntary activities” and Federal Law of 4 November 2014 № 327-FZ “On patronage activities”, the Statutes of the State Hermitage, and also other regulatory documents governing the museum’s activities.

2. MAIN TERMS AND DEFINITIONS

As a federal state budgetary institution of culture, the State Hermitage has the right to receive charitable support in any form envisaged by legislation of the Russian Federation, including the right to accept monetary donations and gifts, as well as to enter into sponsorship agreements within the implementation of its statutory activities.

Citizens of the Russian Federation and foreign countries, stateless persons, as well as legal entities of the Russian Federation and foreign countries with any organizational and legal form (hereinafter also **benefactors**) have the right to provide charitable support. Individuals and legal entities have the right to freely engage in charitable activities on a voluntary basis and the freedom to choose the purpose of them.

Charitable activity is understood to be the voluntary activity of individuals and legal entities in altruistically (free of charge or on preferential terms) transferring property, including money, altruistically performing work, or providing services or other support (No. 135-FZ, Article 1, Paragraph 1).

Donation is the donation of a thing or right for publicly beneficial purposes (part 1 of article 582 of the Civil Code of the Russian Federation). The donation of property to legal entities may be conditional on the donor’s use of

the property for a particular purpose. In the absence of such a condition, the donated property shall be used by the recipient in accordance with the purpose of the property.

Gift means the unpaid transfer of the ownership of a thing or of a property right (claim) to oneself or a third party, or the exemption from property liabilities due to oneself or a third party (Article 572 of the Civil Code of the Russian Federation).

A patron is an individual or legal entity who donates free of charge their property, including money, or rights of tenure, use or disposition of their property and (or) performs work and renders services in the sphere of culture free of charge in order to preserve things of cultural value and advance activities in the field of culture in the forms defined by legislation of the Russian Federation (No. 327-FZ, Article 4, Paragraph 2).

A sponsor is a person or entity who has provided funds or arranged the provision of funds for the organization and (or) holding of a cultural or any other event, the creation and (or) broadcasting of television or radio programmes, or the creation and (or) use of some other result of creative activity (Federal Law of 13 March 2006 № 38-FZ “On Advertising”, Article 3, paragraph 9).

Sponsorship advertising is advertising circulated on condition that it must mention a particular person or entity as sponsor (№ 38-FZ, Article 3, paragraph 10).

3. KEY CHARACTERISTICS OF THE “HERMITAGE FRIENDS’ CLUB” SPECIAL PROGRAMME

3.1 The aims of the “Hermitage Friends’ Club” special programme (hereinafter also “Special Programme”) are:

- developing, implementing and maintaining effective mechanisms for raising funds and other support envisaged by Russian legislation from patrons and sponsors for the realization of the statutory activities of the State Hermitage and the museum’s development;
- facilitating the museum’s constant interaction with patrons and sponsors;
- forming a positive attitude towards patrons and patronage in society;
- forming a permanent loyal museum-going public in Russia and abroad;
- forming a positive image of the museum in Russia and abroad.

3.2 The **tasks** of the special programme directed towards the realization of the aforementioned aims are:

- organizing the raising of funds from patrons and sponsors for the implementation of various projects and programmes of the State Hermitage aimed at developing culture, science and art, promoting these and facilitating access to them for various segments of the population in keeping with the priorities established by the administration of the State Hermitage;
- providing forms of intangible incentives for sponsors and patrons approved by the administration of the State Hermitage as recognition for their contribution to the development of culture and art;
- summarizing and analysing the experience of interaction with patrons and sponsors in order to increase the efficiency of its own work;
- promoting the spread of the best practices of patronage in the field of culture and art;
- implementing an information policy aimed at promoting the values of charitable activity in the field of culture;
- promoting the Hermitage's collections, the activities of the State Hermitage and the museum's mission;
- interacting with foreign **Hermitage Friends' foundations and societies**;
- organizing the correct performance of contractual obligations towards sponsors in accordance with the terms of the contracts concluded, and the timely posting and updating of information about patrons and sponsors of the State Hermitage on special information media provided for this purpose on the territory of the museum complex, as well as on the relevant pages of the official website of the State Hermitage and in the annual report on the activities of the State Hermitage.

3.3 During the implementation of the Special Programme, the following **restrictions** are to be observed:

The State Hermitage may use the support received from patronage only for the preservation of cultural valuables and (or) the advancement of activities in the field of culture and of education in the field of culture and art. The funds transferred to the State Hermitage as donations for a specific purpose are to be accounted for in accordance with the said purpose. The State Hermitage keeps separate records of all transactions involving the use of donated property.

Advertising and promotion of tobacco, tobacco products and (or) tobacco consumption, including the use of brand names, trademarks and service marks, as well as commercial designations belonging to tobacco organizations, are prohibited in the organization and implementation of charitable activities, as is sponsorship of tobacco (Federal Law of 23 February 2013 № 15-FZ "On the Protection of Public Health from the Effects of Tobacco Smoke and the Effects of Tobacco Usage", part 1, Article 16, paragraphs 1, 2);

Advertising of alcoholic beverages “must not be placed in children’s, educational, medical, health, sanitary or military institutions, theatres, circuses, museums, houses and palaces of culture, concert and exhibition halls, libraries, lecture halls, planetariums, or at a distance of less than 100 metres from the buildings and other structures that they occupy” (paragraph 6 of Part 2 of Article 21 of the Federal Law of 13 March 2006 № 38-FZ).

3.4 Benefactors and patrons are entitled to benefits (exemptions) in accordance with current legislation of the Russian Federation, of Saint Petersburg and other constituent entities of the Russian Federation.

3.5 The State Hermitage has the right to refrain from accepting charitable or sponsorship support without explaining the reasons.

3.6 Within the framework of the Special Programme special symbols may be developed, approved by the museum’s administration and then used.

3.7 The implementation of the Special Programme is facilitated by the Project Financing Sector (working with corporate members of the Hermitage Friends’ Club) and the Sector for Work with the Friends of the Hermitage (working with Individual Members of the Hermitage Friends’ Club) within the Hermitage Development Service, involving other subdivisions of the museum if necessary.

4. PARTICIPANTS IN THE “HERMITAGE FRIENDS’ CLUB” SPECIAL PROGRAMME

4.1 Participation in the Hermitage Friends’ Club Special Programme is accomplished in the form of **Individual** and **Corporate** membership.

4.2 Members of the Special Programme (members of the Hermitage Friends Club, or Friends of the Hermitage) may, in accordance with the procedure and on the terms and conditions set out in these Regulations, be individuals and legal entities – patrons and sponsors of the State Hermitage who have provided support to the museum.

4.3 For members of the Special Programme – legal entities and individuals – the State Hermitage establishes different **categories of participation** depending on the amount of support provided to the museum by patrons and sponsors.

The conditions for belonging to a particular category of individual or corporate members of the Hermitage Friends’ Club, as well as the minimum amount of donation (sponsorship fee) required to be included in a certain category of the Hermitage Friends’ Club are determined by a separate order issued by the General Director of the State Hermitage.

4.4 The following categories are established for corporate patrons and sponsors, as well as individuals who have provided significant support to the museum:

Circle of Olympians;

Circle of Jupiter;

Circle of Helios;

Circle of Apollo;

Circle of Athena;

Circle of the Atlantes.

At the discretion of the Director General of the museum, other categories of participants in the Special Programme may be introduced for individuals and organizations who support the implementation of programmes of significance to the museum, such as Media Partners, Donors, etc.

4.5 Depending on the amount of the donation made, the State Hermitage establishes the following categories of participation in the “Hermitage Friends’ Club” Special Programme for individuals:

Individual members of the Hermitage Friends’ Club

Family members of the Hermitage Friends’ Club

Privileged members of the Hermitage Friends’ Club

Founders of the Hermitage Friends’ Club

Trustees of the Hermitage Friends’ Club.

4.6 To register as an individual participant in the Special Programme, it is necessary to fill in the relevant form in person at the office of the Hermitage Friends’ Club (address: _____, telephone: _____), including when making a donation online using the special facility on the website of the State Hermitage Museum (clause 5.3 of these Regulations).

4.7 Participation in the Special Programme in the corresponding category is limited to one year, reckoned from the month in which the relevant contract was concluded, unless otherwise specified by order of the General Director for certain categories of Hermitage Friends’ Club members. Participation may be renewed in the manner prescribed for joining the Hermitage Friends’ Club for Individual and Corporate Members.

In certain cases, in view of the special significance of the charitable support provided by a benefactor, their participation in the Special Programme may be extended for a further year at the discretion of the General Director.

4.8 Upon induction into the Special Programme, each Individual Participant or a representative of a Corporate Participant shall receive a **personal card** of the Hermitage Friends’ Club in accordance with the category assigned to them, the procedure for the determination of which is specified in Clause 4.3 above.

4.9 The holder of a personal card may not transfer it to third parties or use it for commercial purposes. Violation of the rules for the use of personal cards will result in it being blocked and then withdrawn from the holder.

4.10 Corporate and Individual members of the Hermitage Friends' Club may be granted awards at the discretion of the General Director of the State Hermitage on the basis of a proposal put forward by the Head of the Development Service.

5 PROCEDURE FOR PROVIDING SUPPORT TO THE STATE HERMITAGE MUSEUM

5.1 A monetary donation may be made by residents of the Russian Federation in roubles in cash through the cash desk of the State Hermitage, or by transfer to a bank account specified by the State Hermitage.

5.2 Receipt of financial donations from individuals who are not residents of the Russian Federation is only possible by a non-cash payment through the cash desk of the State Hermitage or by transfer to a bank account specified by the State Hermitage.

5.3 Financial donations from individuals – both residents and non-residents of the Russian Federation – can also be made through the website of the State Hermitage in the section “Online Support. Donations to the State Hermitage” in accordance with the offer agreement posted on the website.

The address of the relevant English-language website page is:
<https://support.hermitagemuseum.org/en/donate>

When making a donation online, in view of clauses 4.5 and 4.6 of these Regulations, the donor should contact the office of the Hermitage Friends' Club. In this case, the procedure for induction into the Hermitage Friends' Club may require additional time to verify and confirm the status of the online payment.

5.4 Cash donations from legal entities through the cash desk of the State Hermitage can only be made within the limits of the permissible amount for cash transactions established by the Central Bank of the Russian Federation.

5.5 By agreement with the administration of the State Hermitage, a donation may be made in the form of equipment, materials or intangible assets required by the museum. The amount of the donation in this case must be determined in monetary terms and specified in the contract.

**While every effort has been made to ensure its accuracy, this English translation is provided for guidance only. The Russian version of the Regulations is definitive.*