Benefits analysis — Verel payment

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Document issued on 09/11/2026

€5,000 · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **This note cites no tax threshold.** These rules have a body of doctrine, it changes, and an association relying on an approximate figure is exactly the one that gets reassessed. What is produced here is facts and a valuation.

What the agreement of 12/05/2026 provides

Benefit	Detail	Valuation	Basis of the valuation
Logo on communications	Posters, programme, website, social	€1,200	Your partner rate card, tier 2
Speaking slot	10 minutes at the opening	€600	Your partner rate card, platform option
Stand	6 m² over two days	€900	Your 2026 exhibitor rate
Invitations	10 places at the gala dinner	€400	Your unit price, €40

Benefit	Detail	Valuation	Basis of the valuation
Total	—	**€3,100**	**62% of the payment**

> **The valuation does not come from an estimate: it comes from your own rates.** That is what makes it hard to argue with — the association itself set the price of what it gave away.

Why the threshold question does not arise here

Whatever tolerance is allowed, benefits valued at close to two thirds of the payment do not belong to the same logic as a gift. This payment looks like a purchase of visibility. You do not need to know the exact figure to see that you are far from it — which is precisely why the figure is not quoted.

Who carries the risk

Party	What they risk
The association	**Irregular issue of a tax receipt**
The company	Its tax relief being challenged

The order of this table is not neutral. An association issues its receipts itself, with no prior check — which is what makes the document convenient, and what makes it risky.

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