



Embassy of Italy
Washington

PUBLIC NOTICE
FOR THE OFFER OF SPONSORSHIP OF
ACTIVITIES ORGANIZED
ON THE OCCASION OF THE CELEBRATION OF THE
2022 EDITION OF ITALY'S NATIONAL DAY AND FOR
CERTAIN ACTIVITIES OF THE
2022 PROMOTIONAL PROGRAM OF THE EMBASSY OF
ITALY
IN THE UNITED STATES

The Ambassador of Italy to the United States

- considering Art. 29 of Italian Presidential Decree n. 54 dated February 1, 2010 (which allows diplomatic and consular Missions to sign sponsorship contracts with public or private entities, enterprises, associations, foundations, citizens and in general any subject, Italian or foreign, not involved in activities in conflict with the public interest);
- taking into account Art. 6 of Decree n. 192 dated November 2, 2017 (cooperation with private entities);
- considering the interest shown by Italian and foreign enterprises to support commercial, cultural and scientific promotional initiatives in cooperation with the Embassy, which offers the possibility to promote their image by sponsoring activities related to the celebrations of Italy's National Day and other institutional events organized by the Embassy;
- given the Formal Authorization n. 6 issued on January 28, 2022 for the start of the sponsorship selection process for events related to the celebrations of the 2022 edition of Italy's National Day and for certain activities of the 2022 Promotional Program of the Italian Embassy to the United States, which will be done through a simplified public process.

OFFERS

The opportunity to sign Sponsorship contracts with the Embassy with the aim to support the organization of activities related to the celebrations of the 2022 edition of Italy's National Day, and of certain events of the 2022 Promotional Program of the Italian Embassy

1- GOAL

1.1 On the occasion of the celebrations for the 2022 edition of Italy's National Day, the

Embassy of Italy in Washington plans on organizing an institutional and promotional event as well as related communication activities.

As part of its 2022 Promotional Program in the United States, the Embassy of Italy in Washington also plans on holding multiple events throughout the year, including - for the purposes of this notice - the following (exact dates to be confirmed):

First half of 2022 (in addition to the celebrations for the 2022 edition of Italy's National Day):

- 1) *FareCinema (May)*: events aimed at promoting Italy's high-quality cinematography and film industry, in the framework of the FareCinema program promoted by the Italian Ministry of Foreign Affairs and International Cooperation, in collaboration with the Ministry of Culture (MiC), the Associazione Nazionale Industrie Cinematografiche Audiovisive Multimediali (ANICA), the Italian Trade Agency (ITA), and Istituto Luce – Cinecittà;

Second half of 2022:

- 1) *World Week of Italian Cuisine* (November): events are planned throughout the United States, organized by the Embassy in collaboration with the network of Italian Consulates, Italian Cultural Institutes and Trade Agencies, for the promotion of Italian agricultural and food products and Italian cultural and enogastronomic traditions, also through digital communication initiatives;
- 2) *Giornata del Contemporaneo - Day of Italian Contemporary Art* (December): events organized in the framework of that promoted by MAECI, in collaboration with Associazione Musei d'Arte Contemporanea Italiani (AMACI), which involves museums, foundations, public and private institutions, to showcase the dynamism of contemporary art in our country.

1.2 The initiatives will be promoted and given due visibility through communication and outreach activities addressed to Italian and American media, as well as on the Embassy's official social profiles (Facebook, Twitter, Instagram, etc.).

1.3 In view of the celebrations of the 2022 edition of Italy's National Day and of the events noted in point 1.1, the Embassy provides sponsors with the opportunity to enhance their brand, image and activities in the context of the communication and outreach activities planned for the above events, in particular:

- **Backdrop**: a backdrop will be created to display sponsors' logos, which will be used for in-person events;
- **Poster/Program**: the Embassy will create a dedicated digital poster or program for each event or exhibitions, providing appropriate spaces for the display of sponsors' logos.

2- GENERAL SPONSOR REQUIREMENTS

2.1 Public and private subjects are eligible to submit sponsorship offers, subject the absence of conditions prejudicing or limiting their contractual capacity (Art. 80 del D. Lgs n. 50/2016).

3– TYPE OF SPONSORSHIP

3.1 In relation to the offer, the following types of sponsorship are available:

A) “DIAMOND SPONSOR”: starting at \$10.000 (ten thousand USD):

High visibility of logos in each event's poster/program and backdrop (maximum logo size);

B) "GOLDEN SPONSOR": starting at \$5.000 (five thousand USD):
Medium visibility of logos in each event's poster/program and backdrop (medium logo size);

C) "SILVER SPONSOR": starting at \$3.000 (three thousand USD):
Lower visibility of logos in each event's poster/program and backdrop (smaller logo size);

4- SUBMISSION OF SPONSORSHIP OFFERS

4.1 Sponsorship offers should comply with the following, and:

- must be submitted in written form, signed by the company legal representative (filling in the forms in attachment to this Notice), along with the copy of a valid ID, and sent to the Embassy via email no later than **March 1, 2022**. Documentation should be sent to the following email addresses economici.washington@esteri.it (in copy: amm.washington@esteri.it) with PDF attachments smaller than 2,5 MB;
- must indicate the amount intended to be offered to the Embassy as sponsorship;
- must be accompanied by a declaration confirming there are no adverse or restrictive conditions to the sponsor's contractual capability (according to Art. 80 of the Italian Legislative Decree 50/2016);
- must contain, under penalty of exclusion, the following elements: a) proposing company's legal and fiscal data; b) personal and fiscal data and position held by the legal representative, as well as of the signatory of the proposal, if other than the legal representative; e) brief description of the firm's activity, economic scope and marketing policies; d) type of sponsorship for which the proposal is made;
- must contain the sponsor's commitment to take upon all and any responsibilities and obligations related to the display of its own brand;
- must also be accompanied by a self-certification/declaration in place of a notary deed ("Required Documents") and by the acknowledgment and acceptance of the document "Information on the Protection of Persons with Regard to the Processing of Personal Data Pursuant to EU Regulation 2016/679, article 13", as per the attached required forms.

4.2 Sponsor applicants consent to the processing of their data, as well as personal data, in accordance with Italian Legislative Decree n. 196/2003 and the General Data Protection Regulation / GDPR (EU) 2016/679, for all procedural requirements.

4.3 Conditional or incomplete offers (e.g. offers without signature) will be excluded.

5- SPONSORSHIP EVALUATION

5.1 Sponsorship bids, submitted by the deadline set in paragraph 4 of this Notice, are evaluated by the Embassy in accordance with the principles of efficiency, effectiveness, impartiality, equanimity, transparency, proportionality.

5.2 In consideration of the special nature of the promotional program subject of this Notice, the Embassy can accept more than one sponsorship.

6- CONVEYING OF ADVERTISING MATERIAL

6.1 Public and private subjects, whose sponsorship bids have been accepted by the Embassy, will have to convey to the Embassy any advertising material (logos, images, etc) related to the activities according to the deadline that will be set.

7- RIGHT TO REJECT SPONSORSHIPS

7.1 Any sponsorship may be rejected if:

- a) the Embassy deems it could create conflict with its institutional and diplomatic activity or violate Italian Laws and Principles;
- b) the Embassy deems the message in the advertisement could bias or damage its image or initiatives;
- c) the Embassy deems it not acceptable for reasons of general advisability;
- d) it includes elements of political syndicalist, philosophical or religious propaganda;
- e) it includes offensive messages (including expressions of fanaticism, racism, hate, threat or intolerance).

7.2 The contract shall contain a specific clause enabling the Embassy to recede from it for foreign policy related motivations, upon a simple request, without conditions or limitations, at no charge with the exception of the interested party's right to a return of funds previously advanced, and in excess of funds already spent for any completed actions.

8- SPONSORSHIP CONTRACT

8.1 The sponsorship contract is signed between the Sponsor and the Embassy.

8.2 In no case can any other subject replace the Sponsor in the contract signed between the Sponsor and the Embassy, unless there is a written authorization from the Embassy itself.

8.3 Should the Embassy ascertain that the Sponsor's offer and related declarations are false, the interested subject could be sanctioned by relevant Authorities and any related benefits would cease to exist.

8.4 If for any reason not dependent on the Embassy, the event(s) were not to take place, the Parties will decide by mutual agreement on modalities for reimbursement of funds already disbursed to the Embassy.

8.5 The following is mandatory: inclusion of the reference to Art. 6 of the Decree dated November 2, 2017, n. 192 (cooperation with private entities), whose paragraph 2 states that a specific clause must be included in sponsorship contracts allowing the Embassy to recede from it for foreign policy related motivations, upon a simple request, without conditions or limitations, at no charge with the exception of the interested party's right to a return of funds previously advanced, and in excess of funds already spent for any completed actions. Should the contracting party not accept the inclusion of such clause, the sponsorship contract cannot be concluded.

Washington D.C., January 28, 2022