



Ambasciata d'Italia
Washington

PUBLIC NOTICE

TO IDENTIFY ECONOMIC OPERATORS INTERESTED IN ENTERING INTO
SPONSORSHIP AGREEMENTS FOR THE EXHIBITION "*ART AND LIFE IN IMPERIAL
ROME. TRAJAN AND HIS TIME*",
FOR THE RENEWAL OF THE PROJECT "*VILLA FIRENZE CONTEMPORANEA*"
AND OTHER CULTURAL DIPLOMACY INITIATIVES
ORGANIZED BY THE EMBASSY OF ITALY IN THE UNITED STATES

The Ambassador of Italy to the United States

- Having regard to Art. 29 of Presidential Decree No. 54 of 1 February 2010, which allows Diplomatic and Consular Missions to enter into sponsorship agreements with public or private entities, companies, associations, foundations, citizens, and, in general, with any party, whether Italian or foreign, whose activities do not conflict with the public interest;
- Having regard to Art. 6 of Decree No. 192 of 2 November 2017 (Collaborations with private parties);
- Having regard to the interest shown by various Italian and foreign companies in supporting integrated promotional initiatives in collaboration with this Embassy, with the opportunity to promote their own image and to sponsor the exhibition "*Art and life in Imperial Rome. Trajan and his time*", the project "*Villa Firenze Contemporanea*" and other cultural diplomacy initiatives;
- Having regard to Decision No. 85 of 21 July 2026;

HEREBY ANNOUNCES

that it intends to offer interested parties the opportunity to enter into sponsorship agreements with this Embassy for the provision of monetary contributions and/or contributions in goods/services on the occasion of the exhibition "Art and Life in Imperial Rome. Trajan and his Time", the renewal of the "Villa Firenze Contemporanea" project, and further cultural diplomacy initiatives organized by the Embassy of Italy in the United States.

BACKGROUND

The Embassy of Italy in the United States, hereinafter also referred to simply as the Embassy, intends to host, between 21 September 2026 and 31 January 2027, an exhibition dedicated to art under Emperor Trajan, a leading figure in one of the most prosperous and peaceful periods in Mediterranean history.

The selection of works, part of the larger exhibitions already presented at the Museum of Fine Arts, Houston (2 November 2025 - 25 January 2026) and currently at the Saint Louis Art Museum (14 March - 16 August 2026), will be presented at the Embassy in Washington in September and will be the flagship event of the Italian cultural program for the celebrations of the 250th anniversary of the

American Declaration of Independence, aiming to highlight the Roman legacy in American art, law, and architecture.

The project enjoys the support of the Ministry of Foreign Affairs and International Cooperation, the Ministry of Culture, and the National Archaeological Museum of Naples (MANN), and offers a unique opportunity for visibility in the United States.

The initiative will be promoted through communication activities aimed at Italian and U.S. media, as well as on the Embassy's social media profiles, and will include an inaugural event to be held between 21 and 25 September 2026, with the participation of prominent figures from the Italian and American Administrations, underscoring the strategic value of the initiative for cultural and diplomatic dialogue between Italy and the United States.

The services required to carry out the initiative include, among others, the design of the exhibition layout, the transport of the works, their installation and de-installation, and the production of an exhibition catalogue.

The Embassy of Italy in the United States has also recently renewed the project "*Villa Firenze Contemporanea*", which introduces into the historic Residence of the Ambassador of Italy in Washington several new works of contemporary art and design, in addition to those already present, and includes further promotional activities aimed at enhancing the project in question, including related communication activities.

As part of this project, since June 2023 Villa Firenze has hosted works by some of the most famous modern and contemporary Italian artists from 1946 to the present day, as well as design objects and furnishings from major Italian brands. The project relies on high-level collaborations and offers a unique opportunity for visibility in the United States. Villa Firenze is, in fact, the splendid Washington setting for numerous exclusive gatherings and events attended by selected VIP guests and lovers of Italian excellence.

On the occasion of the renewal of the "*Villa Firenze Contemporanea*" project - which involves, among other things, activities to identify and add further works by contemporary Italian artists, their transport and installation, explanatory materials, and other activities that may be organized alongside the project - various initiatives will be promoted to enhance the project through events and communication activities aimed at Italian and U.S. media, as well as on the Embassy's social media profiles.

During 2026, the Embassy of Italy in the United States will also promote further cultural promotion initiatives, which are still being planned.

1 - PURPOSE

1.1 Sponsorship consists of providing, at no financial cost to the Embassy, a monetary contribution - including in the form of debt assumption - and/or a contribution in goods and/or services on the occasion of the cultural diplomacy initiatives described above.

1.2 The Embassy will give Sponsors the opportunity to enhance their brand, image, and activities within the communication activities planned for the above-mentioned events, depending on the level of contribution, as further detailed in point 3 below.

2 - GENERAL REQUIREMENTS FOR SPONSORSHIP

2.1 Public and private entities may submit sponsorship offers provided there are no conditions that would prejudice or limit their contractual capacity under Art. 57 of Directive 2014/24/EU and Art. 9 of MAECI Decree No. 192 of 2 November 2017 (which refers to Articles 94 and 95 of Legislative Decree No. 36/2023). Art. 5 of the same Ministerial Decree No. 192 of 2017 concerning conflicts of interest also applies.

3 - COMMITMENTS OF THE PARTIES BASED ON THE CONTRIBUTION OFFERED

Based on the value of the contribution offered by the Sponsor, the following types of monetary and/or in-kind sponsorship (amounts in USD or EUR) are defined below.

A) “DIAMOND SPONSOR”: for contributions of at least \$50,000 (fifty thousand USD), the Embassy undertakes to guarantee the Sponsor:

1. if allocated to the exhibition *“Art and Life in Imperial Rome. Trajan and his Time”*:
 - 20 invitations to the opening Gala;
 - a welcome address by a representative of the sponsor company at the opening Gala;
 - prominent placement of the sponsor company's logo in the exhibition's promotional materials, in the catalogue and on the exhibition website, in the press release, and in the Embassy's audio/video productions intended for institutional communication channels (website, social media);
 - placement of the sponsor company's logo on each of the exhibition's information panels;
 - 3 guided tours of the exhibition for groups of up to 25 guests each;
 - dedicated space on the exhibition screens for a customized video provided by the sponsor company;
 - an event at the Embassy in collaboration with the sponsor company on a topic to be agreed.
2. if allocated to the *“Villa Firenze Contemporanea” Project*:
 - creation of an ad hoc event at Villa Firenze or the Embassy for approximately 150 people on topics of interest to the sponsor company;
 - prominent placement of the sponsor company's logo in the Embassy's audio/video productions intended for institutional communication channels (website, social media);
 - 3 private guided tours of the collection for a group of up to 25 guests affiliated with the sponsor company;
 - an event at the Residence in collaboration with the sponsor company on a topic to be agreed.
3. if allocated to other cultural diplomacy initiatives:
 - to be agreed based on the initiative.

B) “GOLDEN SPONSOR”: for contributions of at least \$20,000 (twenty thousand USD), the Embassy undertakes to guarantee the Sponsor:

1. if allocated to the exhibition *“Art and Life in Imperial Rome. Trajan and his Time”*:
 - 10 invitations to the opening Gala;
 - placement of the sponsor company's logo in the exhibition's promotional materials, in the catalogue and on the exhibition website, in the press release, and in the Embassy's

- audio/video productions intended for institutional communication channels (website, social media);
 - 2 guided tours of the exhibition for groups of up to 25 guests each;
 - 2. if allocated to the “*Villa Firenze Contemporanea*” Project:
 - creation of an ad hoc event at Villa Firenze or the Embassy for 50 people on topics of interest to the sponsor company;
 - placement of the sponsor company's logo in the Embassy's audio/video productions intended for institutional communication channels (website, social media);
 - 2 private guided tours of the installation for a group of up to 25 guests affiliated with the sponsor company;
 - 3. if allocated to other cultural diplomacy initiatives:
 - to be agreed based on the initiative
- C) “SILVER SPONSOR”: for contributions of at least \$5,000 (five thousand USD), the Embassy undertakes to guarantee the Sponsor:
1. if allocated to the exhibition “*Art and Life in Imperial Rome. Trajan and his Time*”:
 - 5 invitations to the opening Gala;
 - 1 guided tour of the exhibition for groups of up to 25 guests each;
 - placement of the company's logo on the exhibition's entrance panel and in the Embassy's audio/video productions intended for institutional communication channels (website, social media).
 2. if allocated to the “*Villa Firenze Contemporanea*” Project:
 - creation of an ad hoc event at the Embassy for 25 people on topics of interest to the sponsor company;
 - placement of the sponsor company's logo in the Embassy's audio/video productions intended for institutional communication channels (website, social media);
 - 1 private guided tour of the installation for a group of up to 25 guests affiliated with the sponsor company.
 3. if allocated to other cultural diplomacy initiatives:
 - To be agreed based on the initiative.

4 - SUBMISSION OF SPONSORSHIP OFFERS

4.1 The sponsorship offer from interested parties:

- must be submitted in writing, signed by the legal representative (using the form *Annex 1 - Sponsorship Offer* attached to this Notice), accompanied by a photocopy of a valid identity document, and must be sent by email **no later than 31 August 2026**. Please send the above to the email address

culturale.washington@esteri.it (cc: amm.washington@esteri.it) with attachments in PDF format not exceeding 2.5 MB;

- must indicate the initiative it intends to sponsor and the financial consideration and/or the goods or services it intends to offer the Embassy for the sponsorship, indicating their monetary value;
- must be accompanied by a specific self-certification attesting to the absence of conditions that would prejudice or limit the sponsor's contractual capacity under Articles 94 and 95 of Legislative Decree No. 36/2023, including situations of conflict of interest;
- must contain, on pain of exclusion, the following elements: a) the legal and tax details of the proposing company; b) the personal and tax details, and the position held, of the legal representative and of any signatory of the proposal; c) a brief description of the business, its economic scale, and its marketing policies;
- must contain the sponsor's commitment to assume all responsibilities and related obligations arising from the display of the brand;
- must also be accompanied by a self-certification/declaration in lieu of a notarial deed ("Single Requirements Document"), as set out in *Annex 3* to this Notice.

4.2 Bidders consent to the processing of their data, including personal data, pursuant to Legislative Decree No. 196/2003 and the EU General Data Protection Regulation (GDPR) (EU) 2016/679, for all procedural purposes, having read and accepted the notice under Art. 13 of the aforementioned Regulation, *Annex 2 - Privacy Notice* to this Notice.

4.3 Offers that are conditional or expressed in a vague or incomplete manner (for example, lacking a handwritten signature) will not be considered.

5 - EVALUATION OF SPONSORSHIP OFFERS

5.1 Sponsorship offers, submitted in the manner and within the deadlines set out in point 4 of this Notice, will be evaluated by the Embassy in compliance with the principles of cost-effectiveness, efficiency, impartiality, equal treatment, transparency, and proportionality.

5.2 Given the particular nature of the scheduling of the initiatives covered by this Notice, the Embassy may accept multiple sponsorship offers.

5.3 Should the economic contributions evaluated positively exceed the expenses incurred, or should the goods or services offered be excessive in relation to the initiative for which sponsorship was offered, the Embassy will agree with the Sponsor, where applicable, on how to allocate the remaining resources to other cultural diplomacy initiatives.

6 - RIGHT OF REFUSAL

6.1 The Embassy is entitled to refuse the sponsorship offer if:

- a) it believes that it could give rise to a conflict with its institutional and diplomatic activities, or if it constitutes a violation of the laws or principles of the Italian legal system;
- b) it considers that the advertising message could cause potential harm to its image and/or its initiatives;
- c) it deems the offer unacceptable for reasons of general propriety;
- d) it contains elements of political, trade union, philosophical, or religious propaganda;
- e) it contains offensive messages (including expressions of fanaticism, racism, hatred, threats, or intolerance).

6.2 The contract must in any case include a specific clause allowing the Embassy to withdraw for foreign policy reasons, upon simple request, without any conditions or limitations whatsoever, free of charge, save for the right to the return of any advance payments made previously that exceed the consideration for services already rendered and received.

7 - SPONSORSHIP AGREEMENT

7.1 The sponsorship agreement is signed by the selected sponsor and the Embassy. In the case of monetary contributions, the assumption of debt may also be agreed.

7.2 Under no circumstances may third parties take over the sponsorship agreement, except with the Embassy's written authorization.

7.3 In the event that the content of the offers and related self-certifications is found to be untrue, the party concerned will be subject to the criminal penalties provided by law and will immediately forfeit any benefit obtained on the basis of the untrue statements. The Embassy retains the right to compensation for any damages.

7.4 Should the planned initiatives not take place for reasons not attributable to the Embassy, the Parties will agree by mutual consent on the terms of reimbursement in the event that payment to the Embassy's account has already been made and/or the goods/services have already been provided/performed.

7.5 The contract includes a specific clause allowing withdrawal for foreign policy reasons, upon simple request, without any conditions or limitations whatsoever, free of charge, save for the right to the return of any advance payments made previously that exceed the consideration for services already rendered and received. As provided by Art. 6, paragraph 2, of Decree No. 192 of 2 November 2017, if the contracting party does not accept the inclusion of this clause, the sponsorship agreement cannot be concluded.

8 - SUBMISSION OF MATERIALS TO THE EMBASSY FOR ADVERTISING PURPOSES

8.1 Public and private entities whose sponsorship offers are accepted by the Embassy must submit to the Embassy all documentary materials (logos, images, etc.) needed for advertising purposes, according to a schedule to be agreed upon later.

9 - PROCESSING OF PERSONAL DATA

Pursuant to Art. 13 of EU Regulation No. 2016/679 on the protection of individuals with regard to the processing of personal data, and on the free movement of such data, the Embassy provides the relevant information in *Annex 2 - Privacy Notice*.

10 - PERSON RESPONSIBLE FOR THE PROCEDURE, INFORMATION AND CLARIFICATIONS

10.1 The person responsible for the procedure is the Administrative Expert, Dr. Maria Chirilli, Head of the Interservice Administrative Center at the Embassy of Italy in the United States.

10.2 Any information or clarification regarding this notice may be requested at the following email address: culturale.washington@esteri.it, with cc to: amm.washington@esteri.it.

11 - PUBLICATION

This Notice is published on the website of the Embassy of Italy in the United States, Transparent Administration Section, Calls for Tender and Contracts subsection, for at least 30 days.

ANNEXES:

Annex 1 - Sponsorship Offer

Annex 2 - Privacy Notice

Annex 3 - Single Requirements Document

Washington, 21 July 2026

Dr. Maria Chirilli
Head of the Interservice Administrative Center