



*The Embassy of Italy
to the People's Republic of China*

**PUBLIC BID FOR SPONSORSHIP FOR THE ITALIAN NATIONAL DAY 2016
ON THE THEME "ON THE ROAD TO ITALY"**

The Embassy of Italy in Beijing

- Considered art. 29 of the Presidential Decree n.54 of February 1st 2010 allowing 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;
- Considered the opportunity, based on the interest showed by a number of Italian and foreign enterprises to organize promotional initiatives in cooperation with the Embassy, with the possibility to promote their image, name or any other distinctive element and to sponsor institutional and promotional events organized by this Embassy;

OFFERS

the opportunity to sign sponsorship contracts with the Embassy, aimed at acquiring advertising spaces on the occasion of the National Day 2016.

1. General requisites for the sponsorship

Qualified sponsors are enterprises producing goods and services, as well as Entities, Associations, Companies, temporary entrepreneurial groups, interested in advertising their brands, on the occasion of the activities organized by the Embassy, by itself or in cooperation with other subjects.

2. Aim

The National Day will take place at the Embassy of Italy on June 2nd 2016 starting at 6:30p.m. and will be part of a series of initiatives during the "On The Road to Italy" week.

The reception will host Italian citizens living in the district as well as other guests, including: national and local political Authorities, diplomatic corps, Chinese partners (from business, cultural, academic and media circles). The reception will also include artistic performances and other forms of entertainment.

During the event, there will be promotional stands and banners; media coverage of the event, its framework and related sponsors; gift bags with different products for the participants.

3. Sponsorship methods

The minimum sponsorship amount is:

- starting from RMB Yuan 90,000.00 (ninety thousand) for Diamond Sponsors, which will enjoy:

- the opportunity to set up one promotional stand during the event;
 - involvement in the media promotion of the event and of the “On the Road to Italy” series;
 - maximum graphic dimension on banners to be setup at the entrance and in other locations;
 - preemption right for sponsoring special artistic events and other forms of entertainment during the reception;
 - the opportunity to run, if requested, one video (max. 3 minutes) on screens placed within the Embassy during the reception;
 - the opportunity to put their own products in gift bags to be distributed to the participants;
- starting from RMB Yuan 50,000.00 (fifty thousand) for Golden Sponsors, which will enjoy:
- medium graphic dimension on banners to be setup at the entrance and in other locations during the reception;
 - involvement in the media promotion of the event;
 - the opportunity to run, if requested, one video (max. 1 minute) on screens placed within the Embassy during the reception;
 - the opportunity to put their own products in gift bags to be distributed to the participants;
- starting from RMB Yuan 20,000.00 (twenty thousand) for Silver Sponsors, which will enjoy:
- space - with graphic dimensions inferior to the previous categories - on banners to be setup at the entrance and in other locations during the reception;
 - the opportunity to put their own products in gift bags to be distributed to the participants.

Other forms of sponsorship are allowed, such as contributions in terms of services, cultural performances, goods and products to be used during the reception. Also in this case, the sponsor(s) will receive adequate graphic visibility.

4. Submission of sponsorship offers

The sponsorship offers by interested subjects:

- must be submitted in the written form, signed by their legal representative (following the sample provided in the attachment to this Notice), along with his/her copy of a valid ID and be sent by registered mail, or by other authorized delivery agent, or delivered by hand to the Embassy of Italy in Beijing, by April 29th 2016. The offers can also be sent by e-mail (with attachments under 2.5 Mb) to the e-mail address of the Embassy: ambasciata.pechino@esteri.it and cc to segreteria.pechino@esteri.it (specifying in the mail subject: “National Day Sponsorship”) with the required documents in PDF format (Adobe Acrobat) and in the terms set above;
- must indicate the amount intended to be offered to the Embassy as sponsorship;
- must be accompanied by the declaration under their own responsibility confirming there are no adverse or restrictive conditions to the sponsor contractual capability, according to art. 38 of the Legislative Decree 163/2006;
- must contain the sponsor's commitment to take upon itself all the responsibilities and obligations related to and following the brand display.

With their participation, the candidates consent to the processing of their data, as well as personal data, according to the Legislative Decree no. 196/2003 for all procedural requirements.

5. Exclusion

Conditional or incomplete offers, offers without signature or presented after the deadline will be excluded. The day of actual receipt by the Embassy, excluding communications sent by e-mail, will be attested only by the Embassy stamp. The timely delivery of the offers is exclusive responsibility of the senders. The Embassy declines any responsibility regarding delays related to the delivery agents.

6. Sponsorship evaluation

The offers, sent to the Embassy by the deadline set in this Notice, are judged by the Embassy respecting the criteria of the sponsorship project and respecting the principles of cost, effectiveness, fairness, equanimity, transparency, proportionality.

In consideration of the special nature of the object of this Notice, the Embassy can accept more than one sponsorship.

7. Right to reject sponsorships

Any sponsorship can be rejected if:

- a) the Embassy deems it could create conflict with the activity and if it violates Italian laws and principles;
- b) the Embassy deems the message in the advertisement could bias or damage its image or its initiatives;
- c) the Embassy deems it is not acceptable for any general reasons;
- d) it includes political, syndicalist, philosophical or religious propaganda.

8. Sponsorship contract

The sponsorship contract is signed between the Sponsor and the Embassy. In no case another subject could replace the Sponsor in the contract signed between the Embassy and the Sponsor – unless there is a written authorization from the Embassy.

The interested subject could be sanctioned should the Embassy verify its offer and related declarations be false. Any benefits coming thereof would cease to exist.

If, for any reason not depending from the Embassy, the reception were not to take place the sponsorship amount already transferred to the Embassy will be reimbursed according to an agreement to be found between the two parties.

Beijing, 11th April 2016

Signed by the Ambassador of Italy
Ettore Francesco Sequi

This Notice was displayed on the Notice Board of the Embassy on April 11th, 2016 and on the same day was published on the official website of the Embassy (www.ambpechino.esteri.it)