



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

**PUBLIC BID FOR SPONSORSHIP OF THE ITALIAN NATIONAL DAY 2017  
ORGANIZED BY THE EMBASSY OF ITALY TO THE PRC**

The Embassy of Italy in Beijing

- Considered art. 29 of the Italian 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 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 Italian National Day 2017.*

**1. General requisites for the sponsorship**

Eligible subjects are enterprises producing goods and offering 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, on the occasion of the Italian National Day.

**2. Aim**

The National Day will take place at the Embassy of Italy on Friday, June 2<sup>nd</sup> 2017. The exact time will be communicated later on.

The reception will host Italian citizens living in the consular district as well as representatives of the Chinese community (from institutional, entrepreneurial, cultural, academic and media circles) and the diplomatic corps.

During the event, there will be promotional stands and banners. The event will be promoted through the Embassy website, its Twitter, Facebook, Weibo and Wechat accounts. Promotional bags will be distributed to the guests with gifts offered by the sponsors. Please refer to point 3 for specific details.

### 3. Sponsorship methods

**A - DIAMOND SPONSOR** - minimum contribution RMB Yuan 90,000.00 (*ninety thousand*):

- opportunity to set up one promotional stand during the event;
- maximum graphic dimension on banners to be setup at the entrance and in other locations during the event;
- preemption right for sponsoring special artistic events and other forms of entertainment during the reception;
- opportunity to run, upon request, one video (maximum length: 3 minutes) on screens placed within the Embassy during the reception (video contributions must be provided to the Embassy before May 20<sup>th</sup>, 2017);
- opportunity to put their own products in the gift bags to be distributed to the guests.

**B – GOLDEN SPONSOR** - minimum contribution RMB Yuan 50,000.00 (*fifty thousand*):

- medium graphic dimension on banners to be setup at the entrance and in other locations during the reception;
- opportunity to run, upon request, one video (maximum length: 1 minute) on screens placed within the Embassy during the reception (video contributions must be provided to the Embassy before May 20<sup>th</sup>, 2017);
- opportunity to put their own products in gift bags to be distributed to the guests;

**C – SILVER SPONSOR** - minimum contribution RMB Yuan 20,000.00 (*twenty thousand*):

- 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.

**D** - Other forms of sponsorship are acceptable, 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 visibility.

### 4. Submission of sponsorship offers

The sponsorship offers by interested subjects:

- must be submitted in the written form, signed by the company legal representative (following the sample form provided in the attachment to this Notice), along with his/her copy of a valid ID and be sent: **a)** by registered mail or by other authorized delivery agent or delivered by hand to the Embassy of Italy in Beijing, by April 29<sup>th</sup> 2017; **b)** by e-mail (with PDF attachments under 2.5 MB) to the e-mail address of the Embassy: [pechino.eventi@esteri.it](mailto:pechino.eventi@esteri.it);
- 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's contractual capability, according to art. 80 of the Italian Legislative Decree 50/2016;
- must contain the sponsor's commitment to take upon itself all the responsibilities and obligations related to and following its own brand display.

With their submissions, the candidates consent to the processing of their data, as well as personal data, according to the Italian 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 date of receipt, 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 according to the criteria of the sponsorship project and 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/or violate 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 in ways to be agreed between the two Parties.

Beijing, 24<sup>th</sup> March 2017

Signed by the Ambassador of Italy  
Ettore Francesco Sequi

*This Notice was displayed on the Notice Board of the Embassy on March 24<sup>th</sup>, 2017 and on the same day was also published on the official website of the Embassy ([www.ambpechino.esteri.it](http://www.ambpechino.esteri.it))*