



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

**PUBLIC BID FOR SPONSORSHIP OF THE ITALIAN NATIONAL DAY 2018  
ORGANIZED BY THE EMBASSY OF ITALY TO THE PRC**

The Embassy of Italy in Beijing

- Considered art. 43 of the Italian law n. 449 of December 27<sup>th</sup> 1997, (Sponsorship contracts and cooperation agreements, agreements with public and private subjects, user contributions for non-essential public services and productivity incentive measures);
- 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 art. n.19 of the Italian Legislative Decree n. 50 of April 18<sup>th</sup> 2016 (Sponsorships contracts);
- Considered the art. n. 80 of the Italian Legislative Decree n. 50 of April 18<sup>th</sup> 2016 (Exclusions reasons);
- Considered the art. 120 and later of the Italian law n. 689, 24.11.1981 and later changes and integrations;
- Considered the art. n. 6 of the Ministerial Decree n. 192 of November 2<sup>nd</sup> 2017, (Cooperation with private entities), Regulation that contains general guidelines to regulate the procedures for the choice of the contractor and the execution of the contract to be carried out abroad;
- 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;

**Declares**

the opportunity to sign sponsorship contracts with this Embassy for the concession of advertising space for the display of logos and for messages aimed to promote the name and activities of the participating companies at the event scheduled for the Italian National Day of 2018

**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. The exact date **(between June, 1<sup>st</sup> and June, 4<sup>th</sup> 2018). Exact date and time will be communicated later with separated communication.**

The reception will see the participation of invited guests. 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) and the diplomatic body.

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 of the sponsorship contract.

### **3. Ways of Sponsorship**

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

- opportunity to set up one promotional stand during the reception;
- maximum graphic dimension on banners to be setup at the entrance and in other locations during the reception;
- 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 18th , 2018);
- 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 18th , 2018);
- 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. In this case too, 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 27th 2018**; 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, as stated in point 3, 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 sponsorship's offeror(s) consent to the processing of their data, as well as personal data, according to the Italian Legislative Decree no. 196/2003 and for all procedural means.

### **5. Exclusion from the evaluation procedure**

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 offers evaluation procedures**

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 sponsorship offers**

Any sponsorship can be rejected if:

- a) there are stumbling conditions to sign contracts with the public administration entities as in the article n. 120 legislative n. 689 of November 24, 1981 and any other prejudicial or restricted regulation of contractual capacity;
- b) there are grounds for exclusion based on the provisions of Article 80 of Legislative Decree no.50 of April 18, 2016;
- c) the Embassy deems the offer could create conflict of interest with the activities of the embassy and if it is believed there are is a law violation of the Italian legislative system;
- d) the Embassy deems in the advertisement could be any damage for its image and/or initiatives;
- e) there are some insolvency and bankruptcy proceedings or there are proceeding deriving from precautionary measure against mafia;
- f) it is believed to be not receivable for general reasons;
- g) 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.

Pursuant to article 6, paragraph 2 of the D.M. 2 November 2017 n.192, a specific clause is inserted in the sponsorship contract that allows withdrawal for reasons of foreign policy, by simple request, without conditions or limitations of any kind, free of charge and without prejudice to the right to the refund of payment installments previously paid and exceeding the consideration for services already rendered and developed. If the contractor does not accept the inclusion of the clause, the sponsorship contract cannot be engaged.

If is identified the non-truthfulness of the content of the offers and of the related self-declarations, the interested party will incur in penal sanctions foreseen for these case and, on the basis of mendacious declarations, would immediately lose any benefits obtained.

If, for any reason not depending from the Embassy, the reception will 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, February, 27<sup>th</sup> 2018



The Ambassador  
Ettore Francesco Sequi

*This Notice was displayed on the Notice Board of the Embassy on February 27th, 2018 and on the same day was also published on the official website of the Embassy ([www.ambpechino.esteri.it](http://www.ambpechino.esteri.it))*