



**Ambasciata d'Italia
nella Repubblica Popolare Cinese**

COURTESY TRANSLATION

**PUBLIC NOTICE FOR THE OFFER OF SPONSORSHIP FOR THE EXHIBITION
“JOURNEY OF KNOWLEDGE. MARCO POLO’S MILLION
AND ITS LEGACY BETWEEN EAST AND WEST” ON THE OCCASION
OF THE 700 YEARS OF MARCO POLO’S PASSING**

AMENDMENT

The Embassy of Italy to the People’s Republic of China,

- Recalling the Public Bid for sponsorship of the Italian National Day 2024 organized by the Embassy of Italy to the PRC, as displayed on the Notice Board of the Embassy on the April 5th, 2024 and published the same day on the official website of the Embassy <https://ambpechino.esteri.it/wp-content/uploads/2024/04/Avviso-Pubblico-Mostra.pdf>
- Referring to the previous extension, the deadline for the submission of bids has been extended to Monday, July 15, 2024 (https://ambpechino.esteri.it/wp-content/uploads/2024/05/Notice-for-Sponsorship-MARCO-POLO-2024_extension.pdf)
- Referring to the previous Amendment with the new sponsorship category, Bronze Sponsor (https://ambpechino.esteri.it/wp-content/uploads/2024/05/Notice-for-Sponsorship-MARCO-POLO-2024_Amendment_.pdf);
- In order to guarantee all interested bidders the widest opportunity to submit offers of sponsorship to the Embassy;

DECLARES

That the Notice published on the website on April 5, 2024, with subsequent amendments, has been amended to include a new sponsorship category:

A+ Platinum Sponsor (contributions exceeding 150,000.00 euros), which entitles you to:

- *high visibility of the logo on the exhibition colophon, in promotional materials and social media;*
- *logo on the exhibition catalogue;*
- *private tour of the exhibition for a number of guests to be agreed upon;*
- *free gift of a number of catalogues and free tickets to be agreed upon;*
- *use of virtual reality film production (Marco Polo VR) for private corporate events for 6 months (details in the attachment);*
- *further conditions for maximum brand visibility, to be agreed upon with the Embassy and the World Art Museum of Beijing.*

Beijing, 30 May 2024

The Ambassador
Massimo Ambrosetti

This Notice was posted on the notice board of this Embassy on 30 May 2024 and on the same day it was published on the Embassy website ([https:// ambpechino.esteri.it/it](https://ambpechino.esteri.it/it)).