Ambasciata d'Italia
nella Repubblica Popolare Cinese

COURTESY TRANSLATION

PUBLIC NOTICE FOR THE OFFER OF SPONSORSHIP FOR THE EVENT THAT THE EMBASSY OF ITALY TO THE PEOPLE'S REPUBLIC OF CHINA WILL ORGANIZE ON THE OCCASION OF THE ITALIAN NATIONAL DAY 2025

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

- Taking into consideration art. 43 of law n. 449 of December 27, 1997, (Sponsorship contracts and cooperation agreements, agreements with public or private entities, user contributions for non-essential public services and productivity incentive measures);
- Taking into consideration art. 29 of Italian Presidential Decree n. 54 of February 1, 2010 (which allows Diplomatic and Consular Missions to stipulate sponsorship contracts with public or private entities, companies, associations, foundations, citizens and in general with any subject, Italian or foreign, not involved in activities in conflict with the public interest);
- Taking into consideration the need to implement the principles deduced from the Legislative Decree n. 36 of March 31, 2023 (Public Contracts Code);
- Taking into consideration the articles n. 94 et seq. of the Legislative Decree n. 36 of March 31, 2023 (General requirements) and subsequent amendments and additions;
- Taking into consideration art. 57 of the Directive 2014/24/EU (Grounds for exclusion);
- Taking into consideration articles n. 120 et seq. of the Law n. 689 of November 24, 1981 and subsequent amendments and additions (non-existence of conditions preventing negotiations with the public administration);
- Taking into consideration articles n. 6 and 9 of Ministerial Decree n.192 of November 2, 2017 and subsequent amendments and additions (Regulation containing the general guidelines regarding the procedures for the selection of the contractors and the execution of contracts to be carried out abroad);
- Taking into consideration the interest expressed by Italian and foreign companies in organizing promotional initiatives in cooperation with this Embassy, with the possibility of promoting their image, and to sponsor institutional events organized by this Embassy;

HEREBY INFORMS THAT

It intends to offer interested parties the possibility of stipulating sponsorship contracts with this Embassy for the concession of advertising spaces, allowing the display of logos and messages aimed at promoting the name and the activities of the Sponsor, on the occasion of the institutional and promotional event organized for the Italian National Day 2025.

1. General Requisites for the sponsorship

Eligible subjects are companies producing goods and offering services, as well as entities, associations, companies, temporary entrepreneurial groups, interested in advertising their brand on the occasion of the event for the Italian National Day 2025 organized, independently or together with other subjects, by the Embassy.

2. Object

On the occasion of the celebrations for the Italian National Day 2025, scheduled to be held on May 30th, 2025, the Embassy of Italy in Beijing intends to organize at its premises an institutional and promotional event. The event will also be promoted on the website and social media accounts of this Embassy.
Throughout the event, the Embassy will provide the Sponsors the possibility to enhance the visibility of their brand, image and activities.

3. Sponsorship methods

A - **DIAMOND SPONSOR** – starting at RMB 50,000.00 (fifty thousand)
• opportunity to set up their own promotional stand at the reception;
• high visibility of logos in the banners that will be set up at the entrance and in other spaces;
• screening, where requested, of a promotional video lasting a maximum of 2 minutes during the reception (the video material must be sent to this Embassy no later than May 20th, 2025).

B - **GOLDEN SPONSOR** – starting at RMB 30,000.00 (thirty thousand)
• medium visibility of logos on the banners that will be set up at the entrance and in other spaces;
• screening, where requested, of a promotional video lasting a maximum of 1 minute during the reception (the video material must be sent to this Embassy no later than May 20th, 2025);
• opportunity to set up their own promotional stand at the reception, but in a smaller size compared to the one for the previous category.

C - **SILVER SPONSOR** – starting at RMB 15,000.00 (fifteen thousand)
• visibility of logos on the banners that will be set up at the entrance and in other spaces, but in a smaller size compared to the one for the previous two categories.

D - Tailor-made packages are also permitted: **contributions in the form of services, cultural performances, lucky draw, goods and products** that can be used at the reception. Even in this case, visibility will be offered to the bidders.

4. Presentation of sponsorship offers

Sponsorship offers by interested parties:

— must be submitted in written form, signed by the company legal representative (filling in the form in attachment to this Notice), along with the copy of their valid identity document, and be delivered alternatively
a) by postal service, registered mail, or other authorized delivery agency or by hand delivery, to the Italian Embassy in Beijing **no later than May 16th, 2025**;
b) by email, always within the terms indicated above (with attachments in PDF format not exceeding 2.5 MB), to the following Embassy email address: contabile.pechino@esteri.it;

— must state the chosen option, as for point 3. "Sponsorship Method" above, and the amount intended to be offered to the Embassy as sponsorship;

— must be accompanied by a self-certification confirming the absence of causes for exclusion, according to art. 94 et seq. of the Legislative Decree n. 36/2023;

— must also be accompanied by the acknowledgment and acceptance of the document "lnformation on the Protection of Persons with Regard to the Processing of Personal Data Pursuant to EU Regulation 2016/679, article 13", as per the required forms on the Embassy website;

— must contain the sponsor's commitment to assume all and any responsibilities and obligations related to the display of their brand, as well as any insurance policy independently stipulated for the protection of their products on display.

The Embassy guarantees the protection of personal data provided by the sponsor applicants in accordance with Italian legislation on the protection of natural persons with regard to the processing of personal data.
Sponsors applicants consent to the processing of their data, including personal data, in accordance with the Legislative Decree no. 196/2003 and the General Data Protection Regulation / GDPR (EU) 2016/679, for all procedural requirements.

Sponsors applicants formally authorize the Embassy to carry out checks with the competent local authorities on the truthfulness of the declarations they made regarding the requisites.

5. Exclusion from the evaluation procedure

Offers that are conditional or incomplete, without a handwritten signature or submitted after the deadline indicated above, will be excluded. With the exception of the case of transmission by e-mail, the date of arrival of the offer letter will only be confirmed by the appropriate stamp affixed upon receipt by the Embassy. The timely delivery of the offer letters is the sole responsibility of the senders. The Embassy does not assume any responsibility in the event of delays due to poor services of those responsible for delivery.

6. Evaluation of sponsorship offers

Sponsorship offers sent to the Embassy within the deadline indicated in this notice are evaluated by the Embassy in compliance with the criteria defined in the sponsorship notice and in compliance with the principles of economy, effectiveness, impartiality, equal treatment, transparency, proportionality.
In consideration of the special nature of the promotional program subject of this Notice, the Embassy can accept more than one sponsorship.

7. Right to reject sponsorships

The Embassy is entitled to reject sponsorships if:

a) the Embassy deems it could create conflict with its institutional and diplomatic activity or violate Italian Laws and Principles;
b) the Embassy deems the message in the advertisement could bias or damage its image or initiatives;
c) the Embassy deems it not acceptable for reasons of general advisability;
d) it includes elements of political, syndicalist, philosophical or religious propaganda;
e) it includes offensive messages (including expressions of fanaticism, racism, hate, threat or intolerance);
f) there are conditions that hinder contracting with the public administration, as per art. 120 et seq. of Law n. 689 of November 24, 1981, and any other situation considered by the law to be prejudicial or restrictive of contractual capacity;
g) there are causes for exclusion based on the provisions of art. 94 et seq. of the Legislative Decree n. 36/2023 as well as art. 57 of the Directive 2014/24/EU;
h) insolvency or bankruptcy proceedings are underway or there are impediments deriving from being subjected to anti-mafia precautionary measures.

8. Stipulation of the sponsorship contract

The sponsorship contract is signed by the selected Sponsor and the Embassy. In no case can any other subject replace the Sponsor in the contract signed between the Sponsor and the Embassy, unless authorized in writing by the Embassy itself.

According to art. 6, paragraph 2, of the Ministerial Decree n.192 of November 2, 2017 and subsequent amendments and additions, a specific clause must be included in the sponsorship contract which allows the Embassy to recede from it for foreign policy related reasons, upon a simple request, without conditions or limitations of any kind, at no of charge and with the exception of the interested party' s right to a return of funds previously advanced, and in excess of funds already spent for any completed actions. Should the contracting party not accept the inclusion of such clause, the sponsorship contract cannot be concluded.

Should the Embassy ascertain that the Sponsor's offer and related declarations are false, the interested subject could be sanctioned by relevant Authorities and any related benefits would cease to exist.

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If for any reason not dependent on the Embassy, the event does not take place, the Parties will decide by mutual agreement on the modalities for reimbursement of funds already disbursed to the Embassy.

Beijing, 16.04.2025

The Ambassador
Massimo Ambrosetti

This Notice was posted on the notice board of this Embassy on April 16th, 2025 and on the same day it was published on the Embassy website (www.ambpechino.esteri.it).