



Permanent Mission of Italy
UN - New York

**PUBLIC NOTICE
CALL FOR SPONSORS
OF THE 2024 INTEGRATED
PROMOTION PROGRAM OF THE
MISSION OF ITALY TO THE
UNITED NATIONS**

The Permanent Representative of Italy to the United Nations
– New York

- considering Art. 29 of Italian Presidential Decree n. 54 dated February 1, 2010;
- considering Art. 6 of Decree n. 192 dated November 2, 2017;
- considering the interest shown by Italian and foreign companies in supporting commercial, cultural and scientific promotional initiatives in cooperation with this Mission, which offers the possibility of promoting their brand by sponsoring activities related to the celebrations of the Italian Design Day, Italy's National Day and other institutional events organized by the Mission;
- given the decision n. 18 issued on February 13th, 2024 for the start of the procedures for the selection of sponsors for the activities of the Integrated Promotion Program 2024, including the Italian National Day, through a simplified public procedure.

INFORMS THAT

It intends to offer to interested parties the opportunity to sign Sponsorship contracts with the Mission with the aim to support the organization of activities related to the 2024 edition of the Italian Design Day, Italy's National Day, and other possible promotional and cultural activities in 2024

1 - SUBJECT

1.1 On the occasion of the celebrations the Italian Design Day (March 20th) and Italy's National Day (June 2nd), the Mission is planning to organize institutional and promotional events, as well as related communication activities.

1.2 As part of the 2024 Integrated Promotion Program, the Mission will also hold other commercial, cultural and scientific events throughout the year.

1.3 The initiatives will be promoted through communication and outreach activities addressed to Italian and American media, as well as on the Mission's official web site and social media (Facebook, Twitter, Instagram, etc.), in order to maximize the visibility of the sponsors.

1.4 In view of the 2024 edition of the Italian Design Day, Italy's National Day and of other possible events, the Mission provides sponsors with the opportunity to enhance their brand, image and activities in the context of the communication and outreach activities planned for the above events, in particular:

- Press walls, backdrops, stands, screens, banners might be created to display the sponsors' logos;
- Poster / Program: the Mission might create a dedicated digital poster or program, providing appropriate spaces for the display of sponsors' logos;
- Social media: the Mission might coordinate a social media campaign to highlight the sponsors' contributions.

2 - GENERAL REQUIREMENTS FOR SPONSORSHIP

2.1 Public and private entities are eligible to submit sponsorship offers, for which there are no prejudicial and limiting conditions of the contractual capacity pursuant to Art. 80 of legislative decree n. 50/2016.

3 – TYPE OF SPONSORSHIP

3.1 Applications may involve sponsorships of both a financial (monetary) and in-kind nature. It is possible to submit applications involving both forms (partly financial and partly technical).

3.2 In relation to the offer, the following types of sponsorship are available:

- A) “DIAMOND SPONSOR”: starting at \$15.000 (ten thousand USD):
High visibility (maximum logo size);
- B) “GOLDEN SPONSOR”: starting at \$7.000 (five thousand USD):
Medium visibility (medium logo size);
- C) “SILVER SPONSOR”: starting at \$ 3.000 (three thousand USD):
Lower visibility (smaller logo size);

4 - SUBMISSION OF SPONSORSHIP OFFERS

4.1 Sponsorship offers should comply with the following, and:

- must be submitted in writing, signed by the company legal representative, along with the copy of a valid ID, and sent to the Mission by email no later than March 15th, 2024. Documentation should be sent to the following email address admin.italyun@esteri.it;
- must indicate the type of sponsorship chosen (financial and/or technical) to be offered to the Mission;
- must be accompanied by a specific self-certification confirming there are no adverse or restrictive conditions to the sponsor's contractual capability;
- must contain, under penalty of exclusion, the following elements: a) proposing company's legal and fiscal data; b) personal and fiscal data and position held by the legal representative, as well as of the

signatory of the proposal, if other than the legal representative; e) brief description of the firm's activity, economic scope and marketing policies; d) type of sponsorship for which the proposal is made;
- must contain the sponsor's commitment to take upon all and any responsibilities and obligations related to the display of its own logo and brand.

4.2 Sponsor applicants consent to the processing of their data, as well as personal data, in accordance with Italian Legislative Decree n. 196/ 2003 and the General Data Protection Regulation / GDPR (EU) 2016/ 679.

4.3 Conditional or incomplete offers (e. g. offers without signature) will not be considered.

5 - SPONSORSHIP EVALUATION

5.1 Sponsorship bids, submitted by the deadline set in paragraph 4 of this Notice, are evaluated by the Mission in accordance with the principles of efficiency, effectiveness, impartiality, equanimity, transparency, proportionality.

5.2 In consideration of the special nature of the promotional program subject of this Notice, the Mission may accept more than one sponsorship.

6 - CONVEYING OF ADVERTISING MATERIAL

6.1 Public and private entities, whose sponsorship proposals have been accepted by the Mission, shall convey any marketing and advertising material (logos, images, etc.) related to the activities according to the deadline TBD.

7 - RIGHT TO REJECT SPONSORSHIPS

7.1 Any sponsorship may be rejected if:

- a) the Mission deems it could create conflict with its institutional and diplomatic activity or violate Italian or U.S. Laws and Principles;
- b) the Mission deems the message in the advertisement could bias or damage its reputation or initiatives;
- c) the Mission deems it not acceptable for reasons of general advisability, also taking into account the customs and traditions of the United States, as well as the institutional purposes of the Mission;
- d) it includes elements of political, ethical or religious propaganda;
- e) it includes offensive messages (including expressions of fanaticism, racism, hate, threat or intolerance).

7.2 The contract shall contain a specific clause enabling the Mission to recede from it at any time for foreign policy related motivations, upon a simple request, without conditions or limitations, at no charge, with the exception of the interested party's right to a refund of out-of-pocket expenses.

8- SPONSORSHIP CONTRACT

8.1 The sponsorship contract is signed between the Sponsor and the Mission.

8.2 The Sponsor cannot transfer this contract to third parties under any form whatsoever.

8.3 Should the Mission determine that the Sponsor's offer and related declarations are false, the Sponsor could be sanctioned by relevant Authorities immediately forfeiting any benefit obtained on the basis of untruthful declarations.

8.4 If for any reason, not dependent on the Mission, the event(s) are cancelled, the Parties will decide by mutual agreement on the reimbursement methods in the event that the payment to the Mission has already been made.

8.5 The following clause is mandatory: inclusion of the reference to Art. 6 of the Decree dated November 2, 2017, n. 192 (cooperation with private entities), whose paragraph 2 states that a specific clause must be included in sponsorship contracts allowing the Mission to recede from it for foreign policy related motivations, upon a simple request, without conditions or limitations, at no charge, with the exception of the interested party's right to a refund of out-of-pocket expenses.

8.6 Should the sponsor not accept the inclusion of such clause, the sponsorship contract cannot be concluded.

New York, 13.2.2024



**The Head of Mission
Ambassador
Maurizio MASSARI**

A handwritten signature in blue ink, appearing to read 'M. Massari', written over the printed name.