



Permanent Mission of Italy  
UN - New York

**CALL FOR EXPRESSIONS OF INTEREST  
FOR SPONSORS  
OF THE 80<sup>TH</sup> ANNIVERSARY OF THE ITALIAN REPUBLIC  
ORGANIZED BY THE PERMANENT MISSION OF ITALY TO THE UNITED NATIONS  
– NEW YORK**

The Permanent Mission of Italy to the United Nations (hereinafter, the “Mission”)

- having regard to Article 29 of Decree No. 54 of February 1, 2010;
- having regard to Article 6 of Decree No. 192 of November 2, 2017;
- having regard to Article 134 of Decree No. 36 of March 31, 2023;
- considering the interest shown by Italian and foreign companies in supporting commercial, cultural and scientific promotional initiatives in cooperation with the Mission, which offers the opportunity to promote their brand through sponsorship of activities connected to the celebrations in New York of the 80th Anniversary of the Italian Republic in 2026;
- considering Decision No. 8/2026, initiating the selection of sponsors through a simplified public procedure for activities related to the 80th Anniversary of the Italian Republic;

**HEREBY ANNOUNCES**

Its intention to offer interested parties the opportunity to enter into Sponsorship Agreements with the Mission to support the organization of activities related to the 80th Anniversary of the Italian Republic, to be held in June 2026.

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**1. SUBJECT**

1.1 On the occasion of the celebrations of the 80th Anniversary of the Italian Republic, the Permanent Mission of Italy to the United Nations intends to organize an official Italian National Day event at the United Nations Headquarters in New York. The event will represent the institutional celebration of the Anniversary within the United Nations framework and will be attended by high representatives of Member States, senior UN officials, members of the diplomatic corps, media and civil society.

1.2 The celebration aims to highlight Italy’s contribution to multilateralism, international peace and security, sustainable development, human rights, scientific innovation, culture and economic cooperation

within the United Nations system. The initiative will also serve as a platform to showcase Italian excellence in strategic sectors including, inter alia, innovation, sustainability, design, technology, culture, agri-food, infrastructure and advanced manufacturing.

1.3 The initiative referred to above will be supported by an integrated communication strategy aimed at ensuring broad visibility and institutional coherence. Communication activities may include:

- institutional invitations and save-the-date communications addressed to diplomatic and governmental stakeholders;
- press releases and media outreach to Italian press;
- dedicated sections on the Mission’s official website;
- coordinated campaigns across official social media channels (Facebook, X, Instagram, LinkedIn and other relevant platforms);
- audiovisual production and photographic coverage for institutional dissemination.

1.4 Sponsors will be granted visibility within the framework of the above-mentioned initiative in accordance with the selected sponsorship tier. Sponsors will be identified as:

**“Official Sponsors of the 80th Anniversary of the Italian Republic at the United Nations in New York.”**

1.5 In addition to brand visibility, sponsors will benefit from institutional acknowledgment within an official multilateral context of high diplomatic standing, thereby associating their corporate image with the values of the Italian Republic and with the principles and activities of the United Nations.

1.6 Sponsors will be invited to attend the Italian National Day event at the United Nations, with the number of invitations allocated according to the selected sponsorship category (Diamond, Gold or Silver, as defined in Section 3).

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## **2. GENERAL REQUIREMENTS FOR SPONSORSHIP**

2.1 Public and private entities are eligible to submit expressions of interest for sponsorship, provided they meet the legal requirements for contractual capacity and are not subject to any prohibitive or limiting conditions.

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## **3. TYPES OF SPONSORSHIP**

3.1 Sponsorship proposals may consist of:

- Financial contributions (monetary sponsorship);
- In-kind contributions (technical sponsorship);
- A combination of both financial and technical contributions.

3.2 The following sponsorship tiers are available:

## **A) DIAMOND SPONSOR**

Minimum contribution: USD 8,000 (eight thousand US dollars)  
Premium visibility.

## **B) GOLD SPONSOR**

Minimum contribution: USD 5,000 (five thousand US dollars)  
Medium visibility.

## **C) SILVER SPONSOR**

Minimum contribution: USD 2,500 (two thousand five hundred US dollars)  
Standard visibility.

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## **4. SUBMISSION OF EXPRESSIONS OF INTEREST**

4.1 Expressions of interest must:

- Be submitted in writing, signed by the legal representative, and accompanied by a copy of a valid identification document;
- Be sent by email no later than March 27<sup>th</sup>, 2026, to:
  - [admin.italyun@esteri.it](mailto:admin.italyun@esteri.it)
  - [salvatore.napolitano@esteri.it](mailto:salvatore.napolitano@esteri.it)
- Clearly indicate the type of sponsorship (financial and/or technical);
- Include, under penalty of exclusion:
  - Company name;
  - Name of the legal representative;
  - Description of business activities and marketing policies;
  - Type and amount/value of sponsorship;
  - W-9 form, TIN or equivalent (Partita IVA, Codice Fiscale, etc.);
- Contain an explicit commitment by the sponsor to assume full responsibility for the use and display of its logo and related materials.

4.2 Applicants consent to the processing of personal data in accordance with Italian Legislative Decree No. 196/2003 and Regulation (EU) 2016/679 (GDPR).

4.3 Conditional, incomplete, unsigned or late submissions will not be considered.

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## **5. EVALUATION OF SPONSORSHIP PROPOSALS**

5.1 Expressions of interest submitted within the deadline will be evaluated by the Mission in accordance with the principles of efficiency, effectiveness, impartiality, fairness, transparency and proportionality.

5.2 In view of the specific promotional nature of the initiative, the Mission reserves the right to accept multiple sponsorship proposals.

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## **6. DELIVERY OF ADVERTISING MATERIAL**

6.1 Sponsors whose proposals are accepted shall provide all marketing and advertising materials (logos, images, etc.) within the deadlines communicated by the Mission.

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## **7. RIGHT TO REJECT SPONSORSHIPS**

7.1 The Mission reserves the right to reject any sponsorship proposal if:

- a) It is deemed incompatible with the institutional or diplomatic functions of the Mission or in violation of Italian or United States laws and principles;
- b) The advertising message may damage the Mission's reputation or initiatives;
- c) It is considered inappropriate for reasons of general advisability, taking into account United States customs and traditions and the institutional purposes of the Mission;
- d) It contains political, ethical or religious propaganda;
- e) It includes offensive content (including fanaticism, racism, hate speech, threats or intolerance).

7.2 The sponsorship contract shall include a clause allowing the Mission to withdraw unilaterally at any time for reasons related to foreign policy, upon simple written notice, without conditions or limitations and at no cost, except for the sponsor's right to reimbursement of documented out-of-pocket expenses.

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## **8. SPONSORSHIP CONTRACT**

8.1 The sponsorship agreement shall be executed between the Sponsor and the Mission.

8.2 The Sponsor may not assign or transfer the contract to third parties under any circumstances.

8.3 If the Mission determines that any declaration made by the Sponsor is false, the Sponsor may be subject to sanctions by the competent authorities and shall immediately forfeit any benefit obtained on the basis of such declarations.

8.4 If, for reasons not attributable to the Mission, the event(s) are cancelled, the Parties shall mutually agree on refund arrangements in the event that payment has already been made.

8.5 Pursuant to Article 6 of Decree No. 192 of November 2, 2017 (cooperation with private entities), the sponsorship contract must include a clause allowing the Mission to withdraw for foreign policy-related reasons, upon simple request, without conditions or limitations and at no cost, except for reimbursement of documented out-of-pocket expenses.

8.6 Failure by the Sponsor to accept the inclusion of such mandatory clause shall preclude the conclusion of the sponsorship agreement.

New York, 25.2.2026

The Permanent Representative  
Ambassador  
Giorgio MARRAPODI