



EMBASSY OF ITALY
LONDON

PUBLIC NOTICE

The Embassy of Italy in London holds numerous cultural, promotional and informational events throughout the year to promote Italian businesses and other Italian organisations based in the UK.

The Embassy invites **expressions of interest in collaboration and/or sponsorship** from public or private organisations who wish to promote their image during such events in 2020.

The purpose of the collaboration or sponsorship is to provide an economic benefit to the Embassy while providing a platform for collaborators/sponsors to publicise their business, logo, brand or product.

Definitions:

1 - The organisation wishing to enter into a sponsorship contract with the Embassy will be known as the “**sponsor**”. Sponsors can be public or private bodies, companies or other subjects, who wish to promote their name, brand, activity, product, services or similar, through a collaboration with the Embassy.

2 - The relationship between the Embassy and the sponsor will be governed by a contract, which will comply with applicable legislation. “**Sponsorship contract**” refers to a bilateral contract in which the Embassy provides the sponsor with a platform during events to publicise the sponsor’s business name, logo, brand or product, in return for payment or provision of a good or service by the sponsor.

3 - “**Sponsorship**” refers to any unremunerated contribution in the form of money, goods, services, provisions or interventions made by the sponsor for promotional purposes. Sponsorship can be financial (in the form of provision of funds) or technical (in the form of provision of goods or services) or a combination of the two. The sponsor will cover the cost of taxes, duties, fees, insurance or any other payment required by law or regulations that is incurred in executing the contract.

The purpose of the sponsorship, for the Embassy, is to achieve financial savings in organising an event or series of events.

Criteria

The sponsorship contract may be freely negotiated between the parties, respecting the principles of impartiality and parity of treatment between proposed sponsors.

The sponsor must not be disqualified for any of the reasons described in art. 80 of legislative decree no. 50/2016.

The sponsor must hold the necessary qualifications to provide the goods or services covered by the sponsorship agreement.

The Embassy may appoint more than one sponsor for a single initiative. No sponsor may claim exclusivity.

Conditions of selection:

The purpose of this notice is to invite proposals from potential sponsors. It is not a call for tender. It does not oblige the Embassy to enter into a contract or bind the Embassy in any other way.

Any proposals submitted will not be ranked, attributed a score or classified by merit in any other way. If the Embassy receives a proposal that it wishes to consider, it will contact the person or company submitting the proposal. The Embassy also reserves the right to seek sponsorship directly through its own contacts.

Sponsorship proposals will be assessed by the Embassy for economy, effectiveness, timeliness and appropriateness, as per the regulations in force, in a procedure based on legal, non-discriminatory, transparent and sound administration practices and taking into account environmental protection and energy efficiency.

The Embassy reserves the right to decline proposals that, due to the nature of the sponsorship and/or the activity of the sponsor, are deemed incompatible with the Embassy's function, or that risk creating conflicts of interest, or that risk compromising the Embassy's image or activities, or that do not comply with Italian law.

Specific contractual clauses:

The sponsorship contract will include a clause that specifically allows the Embassy to withdraw from the contract for reasons dictated by foreign policy, upon request by the Embassy, without conditions or limitations, at no charge. In the event of such a withdrawal, the Embassy will return any advance payments made by the sponsor but will not be liable to pay for services already provided or debt incurred by the sponsor.

The Embassy will not be held liable for any exceptional circumstances or force majeure that entail the cancellation of any sponsored events.

Instructions for submitting expressions of interest:

Expressions of interest should be sent to ambasciata.londra@esteri.it and copied to amm.amblondra@esteri.it with the subject **EXPRESSION OF INTEREST IN SPONSORSHIP** and should include the following:

- a) **Appendix 1** (Declaration in lieu of an affidavit), showing:
 - Name, legal and tax details of the person/company submitting the proposal;
 - Personal details, tax details and role held by the legal representative or the signatory of the proposal;
- b) Brief description of the candidate's activities, economic size and marketing policy;
- c) The type of sponsorship proposed (financial, technical or combination). The Embassy reserves the right to request modifications to the proposal. The modified proposal will not bind the potential sponsor;
- d) In the case of technical sponsorship, a declaration that the sponsor is qualified to provide the proposed service, that its workers hold any necessary qualifications, and that it will be able to issue a certificate of completion to the required standard;

- e) The sponsor's requests regarding methods for displaying or publicising its logo or image;
- f) A copy of the signatory's ID.

Processing of personal data

In submitting a proposal, you give your consent for your personal data to be processed, solely for administrative and accounting purposes for the sponsorship procedure. **Appendix 2** must be signed and submitted with the proposal to confirm this.

London, 28th of August 2020