



Embassy of Italy  
London

## NOTICE

As part of its institutional activities, the Embassy of Italy in London organises a wide range of events aimed at promoting Italy's economic, cultural, and scientific interests in the United Kingdom.

Within this context, the Embassy invites public and/or private entities to express their interest in supporting the organisation of such activities, which also include the celebrations of Italy's National Day and the annual meeting ("Venice Seminar") for British journalists, through the sponsorship of one or more events.

Interested parties will have the opportunity to promote their image, company name, or other distinctive elements, in ways to be agreed from time to time in a specific sponsorship agreement, which will be finalised in accordance with the terms described in this **notice**.

### **Definitions:**

- 1 - The entity intending to enter into a sponsorship agreement with the Embassy shall be referred to as the "**Sponsor**." Sponsors may be public and/or private bodies, companies, or other entities wishing to promote their name, brand, activities, and/or their products, services, or similar, through collaboration with the Embassy of Italy in London.
- 2 - The relationships between the Embassy of Italy in London and the Sponsors shall be governed by separate agreements, entered into under Italian law by means of private contracts. A "**sponsorship agreement**" means a reciprocal contract whereby the beneficiary of the sponsorship procedure (the Embassy or "**Sponsee**"), within the context of the initiative, offers a third party (the "**Sponsor**"), who undertakes to pay a specified sum of money or to provide goods or services, the opportunity to publicise its company name, logo, trademark, or products in designated and predefined advertising spaces.
- 3 - "**Sponsorship**" means any contribution in money, goods, services, performances, or interventions provided by third parties for promotional purposes, with the aim of obtaining an image-related benefit. Support offers may therefore concern sponsorships of a financial nature (in the form of monetary contributions), of a technical nature (direct provision of services or supply of goods), or a combination of both (partly financial and partly technical).

All expenses relating to the payment of taxes, duties, fees, insurance, or charges of any kind required by laws or regulations arising from the execution of the contract shall remain the responsibility of the Sponsor.

For the Embassy, the outcome of the sponsorship consists in achieving budgetary savings, compared to forecasted expenditure, for the organisation of a given event or series of events.

**Sponsor requirements:**

In compliance with the principles of impartiality and equal treatment among operators that have expressed interest, the sponsorship agreement may be freely negotiated between the parties, subject to verification that the Sponsor does not fall under the grounds for exclusion from the sponsorship procedure set out in Articles 94–95 of Legislative Decree No. 36/2023.

The Sponsor must also meet the eligibility requirements applicable to contractors for the acquisition of the services and supplies covered by the sponsorship. The Embassy may allow the presence of multiple sponsors for the financing of each initiative. None of the sponsors may claim exclusivity for the individual initiatives subject to sponsorship.

**Selection procedures:**

This notice is in no way binding on the Embassy and is intended solely for the receipt of one or more sponsorship offers from potentially interested operators. No procurement procedure is launched by this notice. Consequently, no rankings, scoring systems, or other merit-based classifications will be drawn up.

Sponsorship offers shall therefore be considered non-binding for the Embassy for the purposes of contract formalisation. Should an expression of interest be deemed worthy of further consideration, the relevant parties will be contacted by means of a specific communication. The Embassy also reserves the right to seek Sponsors directly through its own contacts.

Sponsorship offers will be assessed by the Embassy in compliance with the criteria of cost-effectiveness, efficiency, timeliness, and fairness provided for by current legislation, within a framework of legality, good administrative practice, non-discrimination, and transparency, and in accordance with the principles of environmental protection and energy efficiency.

The Embassy also reserves the right not to accept proposals that, due to the nature of the sponsorship and/or the Sponsor's activities, are deemed incompatible with the Embassy's institutional role; that may give rise to conflicts of interest; that may harm or prejudice the image and activities of the Embassy; or that are contrary to the principles of the Italian legal system and/or prohibited by law.

**Specific contractual clauses:**

The agreement shall include a specific clause allowing the Embassy to withdraw, for reasons of foreign policy, upon simple request, without conditions or limitations of any kind, free of charge, and without prejudice to the right to reimbursement of any advance supplies already

provided. Services already rendered and/or debts assumed shall not give rise to any claim for reimbursement against the Embassy.

The Embassy shall bear no liability where exceptional circumstances and/or force majeure, or events not attributable to the Embassy, prevent the realisation of the events covered by the sponsorship agreement.

**Submission of expression of interest:**

Parties interested in being contacted are invited to submit an expression of interest to the following email address: [amm.ambblondra@esteri.it](mailto:amm.ambblondra@esteri.it), indicating in the subject line:

“EXPRESSION OF INTEREST IN SPONSORSHIP”, and attaching, under penalty of exclusion, the following documents:

- a) a self-certification/statutory declaration pursuant to Annex 1, including:
  - company name, legal and tax details of the proposing entity;
  - personal and tax details, as well as the position held by the legal representative and/or any authorised signatory of the proposal;
- b) a brief description of the proposing entity's activities, its economic size, and marketing policies;
- c) the type of sponsorship offered (financial, technical, or mixed). The Embassy of Italy in London reserves the right to request, based on its needs, any amendments to the content of the offer, without any obligation on the Sponsor;
- d) in the case of technical sponsorship, the Sponsor will need to declare that it meets the qualification requirements for the specific service and will perform the service/supply using qualified personnel in accordance with current legislation, also providing certifications of proper execution. The Sponsor must also quantify the financial value of the goods/services provided under the technical sponsorship;
- e) any project proposals relating to specific forms of consideration, communication, and/or dissemination of the Sponsor's logo/image.

A copy of a valid identity document of the legal representative or of the signatory, if different, must be attached to the application.

**Personal data processing:**

Proposing parties give their consent to the processing of personal data solely for the purposes of the administrative and accounting management of matters related to the sponsorship procedure.

Sponsorship proposals must therefore include acknowledgment and acceptance of the information notice on the protection of natural persons with regard to the processing of personal data pursuant to Article 13 of Regulation (EU) 2016/679, as set out in Annex 2 to this notice.

London, 02.01.2026