



**AMBASCIATA D'ITALIA**  
OFFICE OF THE DEFENCE ATTACHÉ  
7/10 HOBART PLACE, EATON SQUARE - LONDON SW1W 0HH

**PUBLIC NOTICE**  
FOR THE OFFER OF SPONSORSHIP  
OF INTERNATIONAL PROMOTION ACTIVITIES FOR  
INSTITUTIONAL PURPOSES ORGANIZED FOR THE YEAR 2026  
BY THE OFFICE OF THE DEFENCE ATTACHÉ  
AT THE EMBASSY OF ITALY IN THE UNITED KINGDOM

The Office of the Defence Attaché

- Having regard to Art. 29 of Italian Presidential Decree No. 54 dated February 1, 2010, which permits diplomatic and consular Missions to enter into sponsorship contracts with public or private entities, enterprises, associations, foundations, and individuals, whether Italian or foreign, provided they are not involved in activities conflicting with the public interest;
- Taking into account Art. 6 of Decree No. 192 dated November 2, 2017 (Cooperation with private entities) issued by the Minister of Foreign Affairs and International Cooperation, as amended by Ministerial Decree No. 32 of January 17, 2024;
- Considering the interest expressed by Italian and foreign enterprises in supporting commercial, cultural, and scientific promotional initiatives in cooperation with the Office of the Defence Attaché, which provides an opportunity to enhance their corporate image by sponsoring specific promotional activities organized for the year 2026;

**OFFERS**

*The opportunity to sign Sponsorship contracts with the Office of the Defence Attaché with the aim to support the organization of international promotion activities for institutional purposes organized for the year 2026.*

**1. GOAL**

- a. On the occasion of celebrations, major exhibitions, and international conferences to be held in London and the UK in 2026, the Office of the Defence Attaché at the Embassy of Italy in London plans to organize multiple events throughout the year for international institutional promotion. These include, but are not limited to, the following (exact dates to be confirmed):
  - *International Military Helicopter Conference (February): International conference held at Novotel London West;*

- *Global Air & Space Chiefs' Conference (July): International conference held at IET London: Savoy Place;*
- *ITEC Exhibition: International exhibition and technical conference dedicated to training and simulation technologies, held at the ExCeL London;*
- *Royal International Air Tattoo (July): International airshow organized annually at RAF Fairford;*
- *Farnborough International Airshow (July): International airshow held biennially at Farnborough Airport;*
- *Italian National Unity and Armed Forces Day (November): An event hosted at the Ambassador's Residence in London to commemorate Italian National Unity and Armed Forces Day.*

b. In view of the events scheduled for 2026, as indicated in point a. above, the Office of the Defence Attaché offers sponsors the opportunity to enhance their brand, image, and activities within the framework of the communication and outreach initiatives planned for these events, under the terms established through a specific sponsorship contract.

## **2. GENERAL SPONSOR REQUIREMENT**

Public and private entities are eligible to submit sponsorship offers, subject to the absence of conditions prejudicing or limiting their contractual capacity (Art. 94 et seq. of Legislative Decree No. 36/2023 as amended by Ministerial Decree No. 209 of 31 December 2024).

## **3. SUBMISSION OF SPONSORSHIP OFFERS**

Sponsorship offers must comply with the following, and:

- a. must be submitted in written form, signed by the company legal representative (filling in the forms in attachment to this Notice), along with the copy of a valid ID, and sent to the Office of the Defence Attaché' via email (as far in advance of the events as possible). Documentation should be sent to the following email addresses [london.assistantdat@smd.difesa.it](mailto:london.assistantdat@smd.difesa.it) (in copy to: [london.assistantdat02@smd.difesa.it](mailto:london.assistantdat02@smd.difesa.it)) with PDF attachments not exceeding 2,5 MB;
- b. must indicate the amount intended to be offered as sponsorship;
- c. must be accompanied by a declaration confirming there are no adverse or restrictive conditions to the sponsor's contractual capability (Art. 94 et seq. of Legislative Decree No. 36/2023 as amended by Legislative Decree No. 209 of 31 December 2024);
- d. must contain, under penalty of exclusion, the following elements:

- proposing company's legal and fiscal data;
- 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;
- brief description of the firm's activity, economic scope and marketing policies;
- type of sponsorship for which the proposal is made;

- e. must contain the sponsor's commitment to take upon all and any responsibilities and obligations related to the display of its own brand;
- f. must also be accompanied by a self-certification/declaration in place of a notary deed ("Required Documents") and by the acknowledgment and acceptance of the document "Information on the Protection of Persons with Regard to the Processing of Personal Data Pursuant to EU Regulation 2016/679, article 13", as per the attached required forms.

In addition:

- 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, for all procedural requirements;
- Conditional or incomplete offers (e.g. offers without signature) will be excluded.

#### **4. SPONSORSHIP EVALUATION**

- a. Sponsorship bids, submitted by the deadline set in paragraph 3.a of this Notice, are evaluated by the Office of the Defence Attaché in accordance with the principles of efficiency, effectiveness, impartiality, equanimity, transparency, proportionality.
- b. In consideration of the special nature of the promotional program subject of this Notice, the Office of the Defence Attaché can accept more than one sponsorship.

#### **5. CONVEYING OF ADVERTISING MATERIAL**

Public and private subjects, whose sponsorship bids have been accepted by the Office of the Defence Attaché, will have to convey any advertising material (logos, images, etc) related to the activities according to the deadline that will be set.

#### **6. RIGHT TO REJECT SPONSORSHIPS**

The Office of the Defence Attaché reserves the right to reject any sponsorship proposal if:

- a. it is deemed to potentially conflict with its institutional or diplomatic activities;

- b. the proposal constitutes a violation of the law or the general principles of the Italian legal system;
- c. the advertising message is deemed likely to prejudice or damage the Office's image or initiatives;
- d. it is deemed unacceptable for reasons of general appropriateness or public interest;
- e. it includes elements of political, trade union, or religious propaganda;
- f. it includes offensive content, including expressions of fanaticism, racism, hatred, threats, or intolerance.

## 7. SPONSORSHIP CONTRACT

- a. The sponsorship contract shall be entered into by the Sponsor and the Office of the Defence Attaché.
- b. In no case may any third party replace the Sponsor in the contract signed with the Office of the Defence Attaché, unless prior written authorization is granted by the Office of the Defence Attaché itself.
- c. Should the Office of the Defence Attaché ascertain that the Sponsor's offer or related declarations are false, the party concerned may be subject to sanctions by the relevant authorities, and any related benefits shall be forfeited.
- d. If, for any reason beyond the control of the Office of the Defence Attaché, the event(s) should not take place, the Parties shall determine by mutual agreement the appropriate compensation for any goods or services already provided.
- e. Pursuant to Art. 6, paragraph 2, of Decree No. 192 of 2 November 2017, as amended by Ministerial Decree No. 32 of 17 January 2024 (Cooperation with private entities), a specific clause shall be included in the contract allowing the Office of the Defence Attaché to withdraw for foreign policy reasons. Such withdrawal may be exercised upon simple request, without conditions or limitations, and at no cost, except for the interested party's right to the refund of any advance payments previously made which exceed the value of the services already provided and acquired. Should the contracting party not accept the inclusion of this clause, the sponsorship contract cannot be concluded.

London, 26<sup>th</sup> January 2026



The Italian Defence Attaché  
Major General Massimiliano MONGILLO