



*The Embassy of Italy
to the People's Republic of China*

PUBLIC BID FOR SPONSORSHIP AIMED AT ACQUIRING ADVERTISING SPACES ON THE OCCASION OF THE 2015 NATIONAL DAY ORGANIZED BY THE EMBASSY OF ITALY IN BEIJING

The Embassy of Italy in Beijing

- considered art. 29 of the Presidential Decree n.54 of February 1st 2010; and
- considered the opportunity, based on the interest expressed by a number of Italian and foreign enterprises to co-organize promotional initiatives, with the possibility to promote their image, name or any other distinctive element and to sponsor those initiatives;

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that it intends to offer the opportunity to sign sponsorship contracts with the Embassy, aimed at acquiring advertising spaces on the occasion of the 2015 National Day.

1. General requisites for the sponsorship

Sponsorship proposals can be made by enterprises producing goods and services, as well as Entities, Associations, Societies, temporary entrepreneurial groups, interested in advertising their brands and image, on the occasion of the activities organized by the Embassy, alone or in cooperation with other subjects.

2. Object of the event and sponsorship methods

The National Day will take place on the premises of the Embassy of Italy.

The evening reception (tentatively between 6:00pm and 9:00pm) will be open to all the Italian citizens living in the district and other guests, including: local Authorities, diplomatic corps, Chinese (and other) partners (from business, cultural, academic and media circles) for a total of around 1000 attendees.

On the day of the celebration, each guest will receive a gift bag, with gadgets and brochures prepared by the sponsors (in quantities to be decided according to the sponsorship granted). The sponsors' logos will also be displayed on banners during the celebration.

3. Submission of sponsorship offers

The sponsorship offers by interested subjects:

- must be submitted in the written form, signed by their legal representative (following the sample provided in the attachment to this notice), along with the copy of a valid identity document of the above mentioned representative; the original offer must be sent to the Embassy (Sanlitun, n.2, Dong Er Jie – 100600 Beijing) by May 31st 2015. Offers can also be sent by e-mail (attachments max. 2.5 Mb) to the address: commerciale.pechino@esteri.it (specifying in the subject field: *National Day Sponsorship, Name of the Subject*);

- must indicate the amount of the sponsorship offered to the Embassy;
- must be accompanied by a declaration under their own responsibility confirming there are no adverse or restrictive conditions to the sponsor's contractual capability, according to art. 38 of the Legislative Decree 163/2006;
- must contain the sponsor's commitment to accept all responsibilities and obligations related to and following the brand display.

With their participation, the applicants give their consent to the processing of their data, as well as personal data, according to the Legislative Decree no. 196/2003 for all procedural requirements.

4. Exclusion

Conditional offers, incomplete offers or offers without signature will be excluded. The timely delivery of the documents is exclusive responsibility of the senders. The Embassy declines any responsibility regarding delays caused by the delivery agents.

5. Sponsorship evaluation

The offers, sent to the Embassy within the date set in this Notice, are evaluated by the Embassy based on the criteria of the sponsorship project and the principles of cost, effectiveness, fairness, equanimity, transparency, proportionality.

In consideration of the special nature of the object of this Notice, the Embassy has the right to accept more than one sponsorship.

6. Right to reject sponsorships

The Embassy rejects any sponsorship if it deems that: the sponsorship could create conflict of interest with the activity; the message in the advertisements could bias or damage its image or its initiatives; it is not acceptable for any general reasons; or, if the sponsorship is in violation of the law and the principles of the Italian judicial system.

7. Sponsorship contract

The sponsorship contract is signed between the selected sponsor and the Embassy. No other subject can replace the sponsor without written consent from the Embassy.

If, for any reason not depending from the Embassy, the reception were not to take place and the sponsorship had already been allocated to the Embassy, the parts will find an agreement about the reimbursement methods.

Beijing, 7th May 2015

Davide Giglio
Chargé d'Affaires a.i.