



Ambasciata d' Italia
Riad

Riyadh, 26 January 2021

PUBBLIC NOTICE

FOR THE SPONSORSHIP OFFER OF THE 2021 INTEGRATED PROMOTION PROGRAM OF THE EMBASSY OF ITALY IN SAUDI ARABIA

The Ambassador of Italy to the Kingdom of Saudi Arabia

- having regard to Art. 29 of Presidential Decree no. 54 of 1 February 2010 (which allows Diplomatic and Consular Missions to enter into sponsorship contracts with public or private entities, companies, associations, foundations, citizens and in general with any subject, Italian or foreign, who does not carry out activities in conflict with public interest);
- having regard to Art. 6 of the Decree of 2 November 2017, n. 192 (Collaborations with private individuals);
- considering the interest shown by various Italian and foreign companies in supporting commercial and cultural promotion initiatives in collaboration with this Embassy with the possibility of promoting their image and sponsoring events and reviews of institutional events organized by this Diplomatic Mission;

INFORMS

that it intends to offer interested parties the opportunity to conclude sponsorship contracts with this Embassy with the objective of realizing events and reviews of events within the framework of the integrated promotion program 2021 in Saudi Arabia

1 – SUBJECT

- 1.1. The 2021 integrated promotion program in Saudi Arabia , organized by the Embassy of Italy in Riyadh, will be divided into an articulated program of events throughout the year, including the following (exact dates to be confirmed):
 - 1) Italian Design Day (May / June): the organization of seminars (virtual or face-to-face) with the so-called "Design Ambassadors" as well as other promotional activities in support of Made in Italy in this sector.

- 2) Italian National Day (2 June): the organization of an event by the Embassy and related communication activities are planned to celebrate the Italian National Day;
- 3) Week of the Italian Language (October): events on the occasion of the MAECI review organized by the diplomatic-consular network and the Italian Cultural Institutes together with MiBACT, MIUR and the main partners of linguistic promotion in Italy (Accademia della Crusca, Dante Alighieri Society), dedicated to the celebration of the Italian language in the world;
- 4) Week of Italian Cuisine (third week of November): the organization of events throughout the Kingdom of Saudi Arabia organized by the Embassy in collaboration with the Consulate General in Jeddah and the ICE office in Riyadh, for the promotion of Italian food products and Italian cultural and food and wine traditions, also through digital communication initiatives.

1.2 The various initiatives will be promoted and highlighted on the Embassy's website, on the Embassy's Twitter profile and through further communication actions aimed at the media and Saudi companies of reference for each activity or exhibition.

1.3 In view of the planning of events and reviews of integrated promotional events in the Kingdom of Saudi Arabia in 2021, the Embassy makes available to sponsors (according to the methods and conditions referred to in point 3 of this Notice) the possibility of highlighting brands, image and activities in the context of the activities planned for each event or review of scheduled events.

2 – GENERAL REQUIREMENTS FOR SPONSORSHIP

2.1 Public and private entities for which there are no prejudicial or limiting conditions of the contractual capacity pursuant to Art. 80 of Legislative Decree n. 50/216 are allowed to submit their sponsorship offers.

3 –SPONSORSHIP LEVELS

3.1 In the event that the Italian National Day Reception is held in the presence:

- Platinum sponsors (starting from 20,000 SR): the company will be mentioned in the Ambassador's speech and its logo will appear on the invitation and on the banners; the company will also be entitled to 6 individual invitations for its guests and will be able to screen a short film.
- Golden sponsors (starting from 12,000 SR): the logo will appear on the invitation and banners; the company will be entitled to 2 individual invitations for its guests;
- Silver sponsors (starting from 6,000 SR): the logo will appear on the banners.

3.2 In the event that the local health situation does not allow the Italian National Day Reception to be held in presence, integrated promotional events will be organized at the Ambassador's Residence, with a smaller number of guests:

- Platinum sponsors (starting from 20,000 SR): the company will be mentioned in the video message that will be delivered on 2 June by the Ambassador on the occasion of the Italian National Day; at the promotional event the company, in addition to its representative, will be able to extend the invitation to 6 people. The company logo will appear on the event invitation and on the banner. It will be possible to evaluate the setting up of a stand by the sponsor according to the procedures to be established with the Embassy. Finally, the company name will appear on the Embassy's institutional website in a special section dedicated to sponsors under the Platinum Sponsor category.
- Golden sponsors (starting from 12,000 SR): at the promotional event, the company, in addition to its representative, will be able to extend the invitation to 2 people. The company logo will appear on the invitation and banner. The name of the company will appear on the Embassy's institutional website under the Golden Sponsor category.

- Silver sponsors (starting from 6,000 SR): the company logo will appear on the banner at the integrated promotion event. The company will appear on the Embassy's institutional website under the Silver Sponsor category.

4 – PRESENTATION OF SPONSORSHIP OFFERS

4.1 The sponsorship offer by interested parties:

- must be submitted in writing, signed by its legal representative (according to the forms attached to this Notice), accompanied by a photocopy of a valid identity document and sent by e-mail no later than 31st March, 2021. Please forward the abovementioned offers to the email addresses commerciale.riad@esteri.it and segr.econ.riad@esteri.it, please make sure that the attachments are in PDF format and do not exceed 2.5 MB;
- must indicate the monetary sum that is intended to be offered to the Embassy for sponsorship;
- must be accompanied by a special self-certification certifying the non-existence of conditions that are prejudicial or limiting the contractual capacity of the sponsor pursuant to Art. 80 of Legislative Decree n. 50/2016;
- must contain, under penalty of exclusion, the following elements: a) legal and fiscal data of the proposing company; b) personal and fiscal data and position held by the legal representative and any signatory of the proposal c) brief illustration of the activity, its economic dimension and marketing policies; d) the type of sponsorship for which the offer is made.
- it must contain the sponsor's commitment to assume all the inherent responsibilities and obligations resulting from the exposure of its logo;
- they must also be accompanied by self-certification / substitutive declaration of notary deed ("single document of requirements") and by the declaration of having read and accepted the "information on the protection of individuals with regard to the processing of personal data referred to in the 2016 EU Regulation / 679, art. 13 ", referred to in the attached forms.

4.2 The bidders agree to the processing of their data, including personal data, pursuant to Legislative Decree no. 196/2003 and the General Data Protection Regulation / RGPD (EU) 2016/679, for all procedural needs.

4.3 Offers that are conditional or expressed in an indefinite or incomplete way (for example without handwritten signature) will be excluded.

5 – EVALUATION OF SPONSORSHIP OFFERS

Sponsorship offers, sent by the Embassy within the terms set out in point 4 of this Notice, will be evaluated by the Embassy in compliance with the principles of economy, effectiveness, impartiality, equal treatment, transparency, proportionality.

6 – TRANSMISSION TO THE EMBASSY OF DOCUMENTAL MATERIAL FOR FORESEEN ADVERTISING

Public and private entities, whose sponsorship offers will be accepted by the Embassy, must transmit to the Embassy all the documentary material (logos, images, etc.) relating to the advertisements provided for in point 3 of this Notice by 27th May, 2021.

7 – RIGHT OF REFUSAL

7.1 The Embassy has the right to refuse the sponsorship offer if it:

- a) believes that it may result in a conflict with the institutional and diplomatic activity carried out or if it constitutes a violation of the laws or principles of the Italian legal system;
- b) recognizes in the advertising message a possible prejudice or damage to its image and / or to its initiatives;
- c) considers it inadmissible for reasons of general admissibility;
- d) contains elements of propaganda having a political, trade union, philosophical or religious purpose;

e) contains offensive messages (including manifestations of fanaticism, racism, hatred, threats or intolerance).

7.2 In any case, a specific clause must be included in the contract that allows the Embassy to withdraw for foreign policy reasons, upon simple request, without conditions or limitations of any kind, free of charge and without prejudice to the right to the refund of previously paid sums exceeding the cost for services already rendered and acquired.

8 – SPONSORSHIP AGREEMENT

8.1 The sponsorship contract is signed by the chosen sponsor and the Embassy.

8.2 Under no circumstances are third parties allowed to take over the sponsorship contract without the written authorization of the Embassy.

8.3 In case of untruthfulness of the content of the offers and of the related self-certifications, the interested party will incur the penal sanctions envisaged, immediately forfeiting any benefit that may be obtained on the basis of untruthful declarations.

8.4 If the scheduling, for reasons not attributable to the Embassy, does not take place, the Parties will jointly decide on the reimbursement methods in the event that the payment to the Embassy's account has already been made.

8.5 It is also noted the need to refer to Art. 6 of the Decree 2 November 2017, n. 192 (Collaboration with private individuals), whose paragraph 2 establishes that a specific clause is included in the sponsorship contracts that allows withdrawal for foreign policy reasons, upon simple request, without conditions or limitations of any kind, free of charge and subject to right to the refund of advance payments previously paid and in excess of the sum for services already rendered and acquired. If the contractor does not accept the inclusion of the clause, the sponsorship contract cannot be concluded.


The Ambassador of Italy