



Ambasciata d'Italia
Riad

Riyadh, 11 January 2024

PUBLIC NOTICE

FOR SPONSORSHIP OFFERS FOR THE CELEBRATION OF THE ITALIAN REPUBLIC DAY ON 2nd JUNE AND THE 2024 INTEGRATED PROMOTION PROGRAM OF THE EMBASSY OF ITALY IN THE KINGDOM OF 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 articles 94 et seq. of Legislative Decree n. 36 of March 31, 2023 (General Order Requirements) and subsequent amendments and integrations;
- 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 brand and image, and in sponsoring events organized by this Diplomatic Mission;

INFORMS

interested parties that it is possible to sign a contract with this Embassy in order to sponsor the celebration of the Italian Republic day on 2nd June and the events organized in the framework of the 2024 Integrated Promotion Program of the Embassy of Italy in the Kingdom Saudi Arabia

1 – SUBJECT

1.1. The 2024 Integrated Promotion Program, 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 National Day* (2 June): the organization of an event by the Embassy and related communication activities are planned to celebrate the Italian National Day;
- 2) *Italian Design Day* (March): the organization of conferences and seminars with the so-called "Design Ambassadors" as well as other promotional activities in support of 'Made in Italy' in this sector;

- 3) *Week of the Italian Language* (October): events dedicated to the promotion of the Italian language organized worldwide by the diplomatic-consular network and the Italian Cultural Institutes abroad, in connection with the Italian Ministry of Culture, Ministry of Education and Ministry of University and Research, and the main partners of linguistic promotion in Italy (Accademia della Crusca, Dante Alighieri Society);
- 4) *Week of Italian Cuisine* (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, 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 targeting Saudi media and relevant Saudi stakeholders.

1.3 In the context of the above-mentioned events, the Embassy offers the sponsors the possibility of highlighting their brands, logos and activities in accordance with the modalities and conditions reported under point 3 of this Notice.

2 – GENERAL REQUIREMENTS FOR SPONSORSHIP

2.1 Public and private entities are permitted to submit their sponsorship offers, provided that there are no prejudicial or limiting conditions to their contractual capacity according to Article 94 et seq. of Legislative Decree no. 36 of March 31, 2023.

3 – SPONSORSHIP TIERS

3.1 Three sponsorship tiers are foreseen:

- **Platinum sponsor** (starting from 25,000 SAR): the company will be mentioned in the Ambassador's speeches on the occasion of the Italian Republic Day and other events; the relevant logo will appear on the invitation, on the banners and on the announcement of the event on the Embassy website; on the occasion of the Italian Republic's Day, the company will also be entitled to 8 individual invitations for its guests and will be able to project a short film or set up a stand according to the procedures to be decided with the Embassy.
- **Golden sponsor** (starting from 15,000 SAR): on the occasion of events organized by the Embassy, the logo will appear on the invitation, on the banners and on the announcement of the event on the Embassy website; the company will also be entitled to 4 individual invitations for its guests on the occasion of the Day of the Republic.
- **Silver sponsor** (starting from 10,000 SAR): on the occasion of events organized by the Embassy, the logo will appear on the invitation, on the banners and on the announcement of the event on the Embassy website; the company will also be entitled to 2 individual invitations for its guests on the occasion of the Day of the Republic.

3.2 In the event that the local health situation does not allow to hold the Italian Republic day on 2nd June, relevant comparable initiatives will be organized in the form of convivial events in line with the regulations of the Ministry of Health of the Kingdom of Saudi Arabia.

4 – PRESENTATION OF SPONSORSHIP OFFERS

4.1 The sponsorship offer by interested parties must be submitted by e-mail **no later than 15 March 2024** to the email addresses segr.econ.riad@esteri.it and commerciale.riad@esteri.it, in accordance with the following instructions:

- submitted in writing using attachment nr.1 to this notice, signed by the Legal Representative, indicating the financial amount that is being offered as a sponsorship to the Embassy according to the three tiers described above (Platinum, Golden and Silver)
- accompanied by the signed ‘single document of requirements’ certifying the non-existence of conditions that are prejudicial or limit the contractual capacity of the sponsor pursuant to art. 80 of Legislative Decree n.50/2016, using attachment nr. 2 to this notice
- accompanied by the signed ‘Information on the Protection of Individuals with regard to the Processing of Personal Data’ pursuant to EU Regulation 2016/679, art. 13, using attachment nr. 3 to this notice
- Identity document of the Representative of the Sponsor.

4.2 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 to 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.

Subsequently, the sponsorship contract shall be signed approximately **by 30 April 2024**, using the form in attachment nr. 4, and the bank transfer of the sponsorship amount shall be made approximately **by 31 May 2024**.

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

Once the sponsorship contract has been signed, sponsors are requested to transmit to the Embassy all the promotional material (logos, images, etc.) relating to their visibility in view of the planned events.

7 – RIGHT OF REFUSAL

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

- a) it may result in conflict with the institutional and diplomatic activity carried out by the Embassy or represents a violation of the laws and/or principles of the Italian legal system;
- b) the advertising message of the sponsor represents a possible prejudice or damage to the image and/or the initiatives of the Embassy;
- c) it is considered unacceptable for reasons of general admissibility;
- d) it contains elements of propaganda having a political, trade union, philosophical or religious purpose;
- e) it 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 delivered.

8 – SPONSORSHIP AGREEMENT

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

8.2 Under no circumstances third parties are 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 calendar of events planned by the Embassy, 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 The Parties accept 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 this clause, the sponsorship contract cannot be concluded.

Roberto Cantone

The Ambassador