



Ambasciata d'Italia
Riad

PUBLIC NOTICE

FOR SPONSORSHIP OFFERS FOR THE CELEBRATION OF THE ITALIAN REPUBLIC DAY
SCHEDULED ON MAY 21, 2026 AND THE YEARLY 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 17 January 2024, n. 32 (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, scheduled on May 21st, 2026 and the events organized in the framework of the 2026 integrated Promotion Program of the Embassy of Italy in the Kingdom Saudi Arabia

1- SUBJECT

1.1. The 2026 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 periods/dates to be confirmed):

1) Italian National Day (21 MAY): the organization of an event by the Embassy and related communication activities are planned to celebrate the Italian National Day;

2) 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);

3) Italian Design Day (November): 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;

4) Week of Italian Cuisine in the World (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 beverages traditions, also through digital communication initiatives.

5) Italian Research Day in the World (December): initiative meant to promote the image of Italy that produces high-quality science and innovation. Highlighting the contribution of Italian researchers to international scientific efforts and promoting the dissemination of the results of their research is the goal of the second edition of "Italian Research Day in the World" established by the Ministry of Education, University and Research in partnership with the Ministry of Foreign Affairs and the Ministry of Health.

6) Made in Italy Day (April): an event dedicated to the importance of Italian creativity and excellence in the world, related to art, artisanship and manufacture.

7) Any other event to be planned and organized during the year.

1.2 The various initiatives will be promoted and highlighted on the Embassy's website, on the Embassy's Social media profiles 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 80,000 SAR): the company will be mentioned in the Ambassador's speech 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's website; on the occasion of the Italian Republic Day, the company will also be entitled up to **20 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; priority in addressing high-level institutional and private events promoted by the Embassy; availability to utilize the Residence once a year as a venue in order to organize tailored-made or promotional events; 2 individual invitations for the promotional events organized by the Embassy.

Golden sponsor (starting from 50,000 SAR): on 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's website; Also, gold sponsors have the availability to utilize CASA ITALIA at the localizer mall, once a year as a venue in order to organize commercial or promotional events. They will also be entitled up to **10 individual invitations** for their guests on the occasion of the Republic Day.

Silver sponsor (starting from 20,000 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's website; are entitled to use any of the listed events and activities to promote their company or include promotional materials as part of their sponsorship benefits. The company will also be entitled up to **4 individual invitations** for its guests on the event of the Republic Day.

4- PRESENTATION OF SPONSORSHIP OFFERS

4.1 The sponsorship offer by interested parties must be submitted by e-mail no later than 15 March 2026 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)
- Attaching 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. 94 et seq. of Legislative Decree n.36/2023, using attachment nr. 2 to this notice.
- Attaching 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 March 2026, using the form in attachment nr. 4, and the bank transfer of the sponsorship amount shall be made approximately by 15 April 2026.

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 in case of force majeure or due to restrictions arising from local regulations, any of the planned events (e.g. but not limited to Republic Day), should not be held, the Embassy will arrange equivalent convivial events at its discretion.

8.5 The Parties accept to refer to Art. 6 of the Decree 17 January 2024, n. 32 (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.