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Embassy of Italy
Seoul

**PUBLIC BID FOR THE SPONSORSHIP OF
THE 2020 ITALIAN NATIONAL DAY ORGANIZED BY
THE EMBASSY OF ITALY TO THE REPUBLIC OF KOREA**

The Ambassador of Italy to the Republic of Korea

- Considered Art. 29 of the Italian Presidential Decree n. 54 dated 1 February 2010, allowing diplomatic and consular Missions to sign sponsorship contracts with public with public or private entities, enterprises, associations, foundations, citizens and in general any subject, Italian or foreign, not involved in activities in conflict with the public interest;
- Considered the opportunity, based on the interest showed by a number of Italian and foreign enterprises to organize promotional initiatives in cooperation with the Embassy, with the possibility to promote their image and to sponsor institutional and promotional events organized by this Embassy;
- Taking into account Paragraph 2 of Art. 6 of the Decree n. 192 (Cooperation with private entities) dated 2 November 2017, which states that a specific clause must be included in sponsorship contracts allowing the foreign Mission of the Ministry of Foreign Affairs and International Cooperation to recess from the contract for foreign policy related motivations, upon simple request, without conditions or limitations, free of charge with the exception of the right to receive the funds previously anticipated and exceeding the compensation for the actions performed.

OFFERS

the opportunity to sign sponsorship contracts with the Embassy, aimed at acquiring advertising spaces on the occasion of the Italian National Day 2020

1. AIM

The celebrations for the National day will take place on **Tuesday June 2nd, 2020 at the Italian residency (UN Village, Hannam-dong)**. The time will be announced at a later stage.



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The reception will host representatives of the Korean and Italian communities (from institutions, companies, cultural and academic organizations, and media), and the Diplomatic corps accredited to the Republic of Korea.

The event will be promoted through the Embassy's official Website, as well as its Twitter, Facebook and Instagram accounts.

During the event, the Embassy will provide the sponsors with personal promotional space (for further information, please read point n. 3 of this bid).

2. GENERAL REQUISITES FOR THE SPONSORSHIP

Both public and private subjects are admitted to participate in the bid. The subjects who is interested in the bid must not have any condition that could preclude them to seal any deal with the Public Administration. They must not be in any circumstances that could be considered by law as detrimental or restrictive of such dealing capacity (Art. 80 of the Italian Legislative Decree n. 50/2016).

3. SPONSORSHIP METHODS

- CONTRIBUTION IN KOREAN WON

The sponsor's visibility throughout the entire event will vary, based on the accorded amount of the contribution. It may include:

- ✓ Exposition of informative material
- ✓ Exposition of banners
- ✓ Set-up of a promotional stand
- ✓ Opportunity to screen a video (in case of several requests, it may be possible to set a video screen)

- IN-KIND CONTRIBUTION

The sponsor's visibility throughout the entire event will vary, based on the accorded amount of the contribution. In the case of free of charge distribution of food and beverages, the Embassy will provide the sponsor with logistic and staging support.

4. SUBMISSION OF SPONSORSHIP OFFERS

The sponsorship offers by interested subjects:



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- Must be submitted in the **written form**, signed by the company legal representative (following the sample form provided in the Attachment to this Notice), along with a copy of their valid ID. Everything must be sent by email **before April 30th, 2020**. Companies are kindly required to send all the documents to economy.ambseoul@esteri.it, in PDF form with a dimension of less than 3 MB;
- Must specify the **amount** intended to be offered to the Embassy, either cash or *in-kind*;
- Must be sided by a **self-declaration**, attesting the absence of adverse or restrictive conditions to the sponsor`s contractual capability, as stated by Art. 80 of the Italian Legislative Decree n. 20/2016, the sponsor`s commitment to take all the **responsibilities** and **obligations** following its **brand display**, and the processing of all their personal data for procedural purposes, as stated by the Italian Legislative Decree n. 193/2003.

Conditional or incomplete offers (i.e. offers without signature) will be excluded.

5. SPONSORSHIP EVALUATION

All the offers received before the deadline set at point n.4 of this bid, will be evacuated by the Embassy, in accordance to the principles of cost, efficacy, impartiality, fair treatment, transparency, proportionality, and coherency. Due to the special nature of this notice, the Embassy will receive more than one offer. The in-kind offers will be evaluated based on their consistency with the “Made in Italy” concept and the Italian style and design.

6. RIGHT TO REJECT SPONSORSHIPS

Any sponsorship can be rejected if

- the Embassy deems it could create conflict with its institutional/diplomatic activity and/or violate Italian Laws and Principles;
- the Embassy deems the message in the advertisement could bias or damage its image or its initiatives;
- the Embassy deems the offer could not be acceptable for any general reasons;
- it includes the sponsorship could include political, syndicalism, philosophical or religious propagandas;
- it includes the sponsorship could contain offensive messages, including expressions of fanaticism, racism, hate, threat or intolerance.



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7. SPONSORSHIP CONTRACT

The sponsorship contract is signed between the Embassy and the sponsor.

In no case any other subject could replace the sponsor in the contract signed with the Embassy – unless there is a written authorization from the Embassy itself.

The interested subject could be sanctioned by the relevant Authorities should the Embassy verify its offer and related declarations be false. Any benefits coming thereof would cease to exist.

If, for any reason not depending from the Embassy, the reception were not to take place the sponsorship amount already transferred to the Embassy will be reimbursed.

Seoul, 9th March, 2020

The Ambassador of Italy

Federico Failla

