



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

The Ambassador of Italy to Thailand

- considered Art. 29 of the Italian Presidential Decree n. 54/February 1, 2010 allowing diplomatic and consular Missions to sign sponsorship contracts with public or private entities, enterprises, associations, foundations and citizens, 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 companies 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

OFFERS

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

1 - AIM

The National Day will take place at the **Mandarin Oriental Bangkok** on Tuesday, **2 June 2020 at 18.30 hours**.

The reception will host Italian citizens, representatives of the Thai community (from institutional, entrepreneurial, cultural, academic and media circles), and the diplomatic corps.

During the event there will be promotional stands, screens and banners. (see point 3 for specific details).

2 - GENERAL REQUISITES FOR THE SPONSORSHIP

Public and private subjects having the following requirements can submit their expression of interest for the sponsorship:

- Absence of conditions of the impossibility to seal deals with Public Administration as well as absence of any other circumstances considered by law as detrimental or restrictive of such dealing capacity (Art. 80 D. Lgs. 50/2016).

3 - SPONSORSHIP METHODS

- **“GOLD SPONSOR”** - Minimum contribution **THB 150,000** (one hundred fifty thousand) – only 1 company (highest bidder) will be selected
 - area reserved in front of the Mandarin Oriental Bangkok lobby for showcasing 2 -3 models
 - Company logo to be included on the invitations;
 - reserved area at the event for booth / promotional stand
 - preemption right for sponsoring special artistic events and other forms of entertainment during the reception;
 - opportunity to run, upon request, one video (maximum length: 3 minutes) on screen placed within the Ballroom during the reception (video contributions must be provided to the Embassy not later than May 15th 2020);
 - possibility to expose company’s promotional material during the Italian National Day celebrations;
 - 15 selected guests to be invited by the Embassy to the National Day reception.
- **“SILVER SPONSOR”** - Minimum contribution **THB 80,000** (eighty thousand) – maximum 5 companies (highest bidders) will be selected
 - Company logo to be included on the invitations;
 - opportunity to run, upon request, one video (maximum length: 1 minute) on screen placed within the Ballroom during the reception (video contributions must be provided to the Embassy non later than May 15th 2020);
 - Possibility to expose company’s promotional material during the Italian National Day celebrations;
 - 10 selected guests to be invited by the Embassy to the National Day reception.
- **“IN-KIND SPONSOR”** (event logistics, event services, high-quality Italian food and beverage)
Also in this case, the sponsor(s) will receive adequate visibility.

4 – SUBMISSION OF SPONSORSHIP OFFERS

The sponsorship offers by interested parties:

- must be submitted in written form, signed by the company legal representative (sample form attached) along with copy of valid ID and submitted by email of the Embassy: ambasciata.bangkok@esteri.it by **April 30th 2020**;
- must be accompanied by the declaration confirming there are non-adverse or restrictive conditions to the sponsor’s contractual capability (according to Art. 80 of the Italian Legislative Decree 50/2016);
- must contain the sponsor’s commitment to take upon itself all the responsibilities and obligations related to and following its own brand display.

With their submission, the companies consent to the processing of their data, as well as personal data, according to the Italian Legislative Decree n. 196/2003 for all procedural requirements.

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

5- SPONSORSHIP EVALUATION

The sponsorship, sent by the deadline set in this Notice (Point 4), are judged by the Embassy according to the principles of cost, effectiveness, fairness, equanimity, transparency and proportionality.

6- RIGHT TO REJECT SPONSORSHIPS

Any sponsorship can be rejected if:

- a) The Embassy deems it could create conflict with its institutional/diplomatic activity and/or violate Italian laws and Principles;
- b) The Embassy deems the message in the advertisement could bias or damage its image or its initiatives;
- c) The Embassy deems it is not acceptable for any general reasons;
- d) It includes political, syndicalist, philosophical or religious propaganda;
- e) It included offensive messages, including expressions of racism, hate, threat or intolerance

7- SPONSORSHIP CONTRACT

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

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.

Bangkok 14.2.2020

 Lorenzo Galanti
(Ambassador of Italy)

This notice was displayed on the Notice Board of the Embassy on 14 February 2020 and on the same day was also published on the Official Website of the Embassy <https://ambbangkok.esteri.it>