



Embassy of Italy  
Abu Dhabi

**PUBLIC NOTICE**  
**FOR THE SEARCH OF SPONSORS FOR THE CELEBRATION OF**  
**THE NATIONAL DAY**  
**2<sup>nd</sup> JUNE 2024**

**This translation is for courtesy only. In case of discrepancies, the Italian language version shall prevail.**

In execution of the decision to contract no. 7 of 25<sup>th</sup> January 2024, by which this notice was approved,

**NOTICE IS HEREBY GIVEN**

that the Embassy of Italy in Abu Dhabi intends to proceed with the collection of sponsorships for the purposes of financing the event organized on the occasion of the National Day of 2<sup>nd</sup> June 2024 (hereinafter also referred to as “**National Day**” or “**Event**”).

Considering that 2<sup>nd</sup> June 2024 falls on a Sunday, the National Day celebration will be held on the following day, 3<sup>rd</sup> June 2024.

This notice does not constitute an invitation to bid nor an offer to the public, within the meaning of article 1336 of the Italian Civil Code, nor a promise to the public, within the meaning of article 1989 of the Italian Civil Code. This notice does not call for any contracting process, nor will there be any ranking, scoring or other classification of merit.

This notice is intended to explore the interest of public and private entities in funding the Event, as sponsors.

**1 – PROMOTING ENTITY**

The Embassy of Italy in Abu Dhabi, headquartered in Etihad Towers, Office Tower 3, floor 28, (hereinafter also referred to as “**Administration**”) will be assuming the role of *sponsee* as the entity promoting the Event.

**2 – OBJECT AND NATURE OF SPONSORSHIPS**

Sponsorships may be pecuniary, through the disbursement of money, or technical, through the provision of services or supply of goods.



The Embassy may allow multiple sponsors to fund the Event, ensuring the simultaneous presence of the logos and/or trademarks of each *sponsor* on graphic and promotional materials.

The following four categories of sponsorship are provided:

### **A) DIAMOND SPONSOR**

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The sponsor falls into this category upon a contribution of at least **AED 30,000.00** (or **EUR 7.708,70**) or through the **provision of goods or services of equivalent value**.

This category provides for:

- a) the visibility of the corporate logo, with diamond sponsor status, in a special section of the Embassy's website in the months between the 2024 National Day and the 2025 National Day;
- b) the inclusion of the corporate logo, with maximum graphic size, on printed and digital promotional materials (e.g., roll-ups, videos, invitations) during National Day celebrations;
- c) the possibility of inviting up to 5 selected guests to the National Day celebration;
- d) the opportunity to display the company's promotional materials during the Event.

### **B) PLATINUM SPONSOR**

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The sponsor falls into this category upon a contribution of at least **AED 20,000.00** (or **EUR 5.139,20**) or through the **provision of goods or services of equivalent value**.

This category provides for:

- a) visibility of the corporate logo, with platinum sponsor status, in a special section of the Embassy's website during the months between the 2024 and 2025 National Day celebrations;
- b) the inclusion of the company logo, with graphic size proportional to the chosen sponsorship category, on printed and digital promotional materials (e.g., roll-ups, videos, invitations) during National Day celebrations;
- c) the possibility of inviting up to 3 selected guests to the National Day celebration;
- d) the opportunity to display the company's promotional materials during the Event.

### **C) GOLD SPONSOR**

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The sponsor falls into this category upon a contribution of at least **AED 10,000.00** (or **EUR 2.569,60**) or through the **provision of goods or services of equivalent value**.

This category provides for:

- a) the visibility of the corporate logo, with gold sponsor status, in a special section of the Embassy's website in the months between the 2024 National Day and the 2025 National Day;



- b) the inclusion of the corporate logo, with graphic size proportional to the chosen sponsorship category, on printed and digital promotional materials (e.g., roll-ups, videos, invitations) during National Day celebrations;
- c) the opportunity to display company promotional material during the Event.

#### **D) SILVER SPONSOR**

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A sponsor falls into this category upon a contribution of at least **AED 5,000.00** (or **EUR 1.284,80**) or through the **provision of goods or services of equivalent value**.

This category provides for:

- a) the visibility of the corporate logo, with silver sponsor status, in a special section of the Embassy's website in the months between the 2024 National Day and the 2025 National Day;
- b) the inclusion of the corporate logo, with graphic size proportional to the chosen sponsorship category, on printed and digital promotional materials (e.g., roll-ups, videos, invitations) during National Day celebrations.

### **3 – ELIGIBLE SPONSORS**

Public and private entities that meet the following requirements are eligible to submit the expression of interest:

- a) non-existence of the grounds for exclusion referred to in Articles 94, 95 and 98 of Legislative Decree No. 36 of 31<sup>st</sup> March, 2023, as well as any other situation considered by law prejudicial or limiting the ability to contract;
- b) for legal persons, in addition to point (a), non-existence of bankruptcy or insolvency proceedings;
- c) no affiliations in organizations of political, trade-union, philosophical or religious nature.

### **4 – EXPRESSIONS OF INTEREST**

Expressions of interest must be prepared exclusively by using the template attached to this notice under letter “A” (“**Annex A**”) and must contain the following:

- a) details of the prospective sponsor;
- b) terms of sponsorship:
  - **for economic sponsorships**: amount and currency of the funding to be provided;
  - **for technical sponsorships**: specification of the goods and services to be provided as contribution to the organization of the Event and their economic value;
- c) acceptance of all the conditions contained in this public notice.



The application must be accompanied by the company logo in high definition and the following declarations, drafted according to the template attached to this notice under letter “**B**” (“**Annex B**”):

- a) declaration on the non-existence grounds for exclusion under Articles 94, 95 and 98 of Legislative Decree No. 36 of March 31, 2023, as well as the possession of the other requirements referred to in paragraph 3(b) and (c) above;
- b) declaration that the sponsor is in compliance with its contribution and social security obligations (where required by the rules applicable to the sponsor);
- c) (*in the case of technical sponsorship*) declaration on the possession of the requirements for the performance of the proposed supply and/or services.

The Parties accept slight variations in the subject matter of the technical sponsorship for the purpose of the successful outcome of the Event.

## **5 – MODES OF SUBMISSION AND TERM OF THE NOTICE**

Expressions of interest, made in accordance with paragraph 4 above, may be submitted from the date of publication of the notice until 1:00 p.m. (Italian time) on **26<sup>th</sup> April 2024**, with the possibility of extension.

Submissions must be received in electronic format, by e-mail, to [trade1.abudhabi@esteri.it](mailto:trade1.abudhabi@esteri.it) and [trade2.abudhabi@esteri.it](mailto:trade2.abudhabi@esteri.it), and, for reference, to [admin2.abudhabi@esteri.it](mailto:admin2.abudhabi@esteri.it) and [italianembassy.abudhabi@esteri.it](mailto:italianembassy.abudhabi@esteri.it), indicating in the subject line “Sponsorship for the 2024 National Day”.

The application should contain the following documents:

- a) expression of interest, drafted according to **Annex A**, signed by the legal representative;
- b) self-declaration, drafted according to **Annex B**, signed by the legal representative.

## **6 – EVALUATION OF SUBMISSIONS AND CHOICE OF SPONSORS**

The choice of sponsors will be based on the principles of transparency, competition, publicity, impartiality, effectiveness, economy and proportionality.

Expressions of interest are not to be considered binding on the Embassy for the purpose of formalizing the sponsorship contract. The Embassy, in fact, reserves the right not to accept submissions if:

- a) a conflict of interest with its activity may arise from the proposed sponsorship;
- b) the proposed sponsorship is likely harm or damage its image or initiatives;
- c) the proposed sponsorship is inconsistent with the purposes of the Event;
- d) the proposed sponsorship is contrary to the general principles of the Italian legal system;
- e) the submission is not acceptable for reasons of appropriateness or incompatibility with its institutional role.



In addition, the Embassy will not consider sponsorships concerning the following:

- a) propaganda of political, trade-union, philosophical or religious nature;
- b) activities or products contrary to public order, morality and local sensitivity.

As a result of the evaluation of submissions, even before the expiration of this notice, the person in charge of the procedure shall proceed to invite the persons identified as sponsors to enter into the sponsorship contract.

## **7 – CONCLUSION OF THE SPONSORSHIP CONTRACT**

The relationship between the Embassy and each sponsor will be governed by separate sponsorship contracts concluded on the basis of the templates annexed to this notice under letter “C” (“**Annex C.1 – Technical sponsorship**” and “**Annex C.2 – Economic sponsorship**”).

The following shall constitute essential and, therefore, non-negotiable elements of the sponsorship contract:

- a) the obligations of the Embassy with respect to each category of sponsorship;
- b) the thresholds associated with each category of sponsorship;
- c) the so-called “foreign policy clause,” which allows the Embassy to terminate the contract for foreign policy reasons, without any conditions or limitations whatsoever, without the payment of any penalty and subject to the return of contributions already paid;
- d) (*for economic sponsorships*) the entry in the Embassy’s accounts of the entire contribution, even if the total cost for the organization of the Event turns out to be less than the overall amount received.

## **8 – PERSON IN CHARGE OF THE PROCEDURE**

The person in charge of the procedure is Ms. Elena Toselli, in her capacity of commercial attaché of the Embassy of Italy in Abu Dhabi.

For information, it is possible to write to [trade2.abudhabi@esteri.it](mailto:trade2.abudhabi@esteri.it).

## **9 – PROCESSING OF PERSONAL DATA**

For the submission of expressions of interest, prospective sponsors are requested to provide data and information, related to their representatives and/or employees, that fall within the scope of application of EU Regulation 679/2016 (“**RGPD**”) and Italian Legislative Decree no. 196 of 30 June 2003, as amended.

The processing of personal data will be carried out in compliance with the regulations in question, in accordance with the information provided by this Administration pursuant to article 13 RGPD and attached to this notice under letter “D” (“**Annex D**”).



## **10 – PUBLICITY**

This notice, which will remain published until **April 26, 2024**, unless extended, was posted on the notice board of the Embassy of Italy in Abu Dhabi on 25<sup>th</sup> January 2024 and published the same day on the official website (<https://ambabudhabi.esteri.it/en>). The notice was also disseminated on the social networks of this Embassy.

## **11 – ANNEXES.**

The annexes referred to in this notice constitute an integral and substantial part of it.

Abu Dhabi, 25<sup>th</sup> January 2024

The Ambassador  
Lorenzo FANARA

**ANNEX A** – Template for expressions of interest

**ANNEX B** – Template for the declaration on grounds of exclusion

**ANNEX C.1** – Template contract for technical sponsorships

**ANNEX C.2** – Template contract for economic sponsorships

**ANNEX D** – Statement on the processing of personal data