



*Embassy of Italy
Jakarta*

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**Call for Sponsorships in support of the Italian National Day 2019
and other initiatives organized by the Embassy to celebrate
the 70th Anniversary of Italy-Indonesia Diplomatic Relations**

The year 2019 marks the 70th anniversary of the establishment of bilateral diplomatic relations between the Republic of Italy and the Republic of Indonesia. To honour this important recurrence, the Embassy of Italy has conceived a series of initiatives that will take place throughout the year and that will see the celebration of the Italian National Day as one of the highlights.

The common thread linking these events will be the willingness to showcase the Italian excellence in several fields offering promising opportunities for a strengthened collaboration between Italy and Indonesia (trade & investment, energy, environment, agriculture, health services, science & technology, defense & security, social development, tourism, culture, education and so on).

In light of the above, the Embassy of Italy in Jakarta:

- Considered art. 43 of Italian law n. 449 of December 27th 1997 (Sponsorship contracts and cooperation agreements, agreements with public and private subjects, user contributions for non-essential public services and productivity incentive measures);
- Considered art. 29 of Italian Presidential Decree n. 54 of February 1st 2010 allowing Diplomatic and Consular Missions to sign sponsorship contracts 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 art. 19 of Italian Legislative Decree n. 50 of April 18th 2016 (Sponsorships contracts);
- Considered art. 80 of Italian Legislative Decree n. 50 of April 18th 2016 (Exclusions reasons);
- Considered art. 57 of Directive 2014/24/EU (Exclusions reasons);
- Considered art. 120 et seq. of Italian law n. 689 of November 24th 1981 and later changes and integrations (Inexistence of impeding conditions for negotiation with the public administration);
- Considered artt. 6 and 9 of Ministerial Decree n. 192 of November 2nd 2017, containing general guidelines to regulate the procedures for the choice of the contractors and the execution of contracts to be carried out abroad;
- Considered the interest expressed by a number of Italian and Foreign enterprises in organizing promotional initiatives in cooperation with the Embassy and/or to promote their image by sponsoring institutional and promotional events organized by the Embassy;

Hereby informs that:

A Call for Sponsorships is launched today, offering the opportunity to sign sponsorship contracts with the Embassy for the concession of advertising spaces, allowing the display of logos and messages aimed at promoting the name and the activities of the sponsor.

1. General requisites for the sponsorship

Eligible subjects are Enterprises producing goods and offering services, as well as Entities, Associations, Companies, Temporary Entrepreneurial Groups or Private Individuals interested in advertising their brands and or activities on the occasion of the Italian National Day 2019 as well as other initiatives organized by the Embassy throughout the year 2019, in order to celebrate the 70th Anniversary of Italy - Indonesia diplomatic relations.

2. Main event: the Italian National Day 2019

Tentatively on June 20th 2019 (the exact date and time will be confirmed to sponsors with a separate communication), the Embassy of Italy will host a reception on the occasion of its National Day. The event will be held at the Shangri-La Hotel in Jakarta from 18.30 to 21.00 and will see the participation of the Italian community in Indonesia, Government Representatives, high officials and key Indonesian businessmen, the diplomatic community as well as local media and important cultural figures who have a close collaboration with Italy.

During the event there will be promotional stands and banners on display. The event will also be promoted through the Embassy's website as well as its Twitter and Instagram accounts. Promotional "gift bags" may also be distributed to the guests with products, gadgets and other promotional materials offered by the sponsors (please refer to Par. 4 for specific details of the sponsorship contract).

3. Other initiatives

Throughout 2019 the Embassy of Italy will organize a series of cultural and promotional initiatives (music concerts, theatre plays, cinema shows, museum exhibitions, economic seminars and workshops, media events, etc.) celebrating the 70th anniversary of the bilateral diplomatic relations with Indonesia. Adequate visibility to the sponsors will be granted also in the promotional and communication materials realized for these initiatives, in accordance with the different Categories illustrated under Par. 4.

4. Sponsorship Categories

The possible Sponsorship Contracts that can be signed with the Embassy fall into three main categories:

A - PLATINUM SPONSORS

Minimum contribution: Equal to or above IDR 75 million (or Euro 4,700.00). Platinum Sponsors will receive the following benefits:

- opportunity to set up their own promotional stand during the reception;
- maximum graphic dimension on banners and other communication material to be setup at the entrance and in other locations during the reception;
- preemption rights 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 screens placed within the reception hall (video contributions must be provided to the Embassy before June 6th 2019);
- opportunity to put their own products, gadgets and other promotional materials in the "gift bags" to be distributed to the guests.

B – GOLD SPONSORS

Minimum contribution: Equal to or above IDR 50 million (or Euro 3,150.00). Gold Sponsors will receive the following benefits:

- medium graphic dimension on banners and other communication material to be setup at the entrance and in other locations during the reception;

- opportunity to run, upon request, one video (maximum length: 1 minute) on screens placed within the reception hall (video contributions must be provided to the Embassy before June 6th 2019);
- opportunity to put their own products, gadgets and other promotional materials in the “gift bags” to be distributed to the guests.

C - SILVER SPONSORS

Minimum contribution: Equal to or above IDR 25 million (or Euro 1,600.00). Silver Sponsors will receive the following benefits:

- space – with graphic dimensions inferior to previous categories - on banners and other communication material to be setup at the entrance and in other locations during the reception;
- opportunity to put their own products, gadgets and other promotional materials in the “gift bags” to be distributed to the guests.

5. Technical Sponsors

Other forms of sponsorship are also acceptable (so called “*technical sponsorships*”), such as contributions in terms of goods, products, services, cultural performances, etc. In these cases, sponsors will also have the opportunity to put their own products, gadgets and other promotional materials in the “gift bags” to be distributed to the guests and will receive adequate visibility.

6. Submission of sponsorship offers

The sponsorship offers must be submitted by sending a letter (please find the form herewith attached), duly signed by the legal representative of the company, addressed to the Administration Department of the Embassy of Italy (e-mail amm2.jakarta@esteri.it and amm3.jakarta@esteri.it) within **30 days** from the date of this notice. The letter must clearly state the kind of contribution the company is willing to offer as a support to the event, as well as the countervailing obligation, which could most likely be a display of the company’s logo, banner, video and/or products during the reception, depending on the amount of the contribution.

Once the letter is received, the Embassy of Italy will determine if the offer is compliant with the legal requirements. In particular, the Sponsor must declare that it is not under bankruptcy proceedings and that it does not belong to any political, philosophical, religious organization or trade union. The Sponsor shall not allow any third party to take over its position as a counterpart into the agreement and will not display on its promotional material any message which could be offensive, harmful for the Italian Government, and have political or religious connotations.

The sponsorship proposals will be evaluated by a commission chaired by H.E. Vittorio Sandalli, Ambassador of Italy to Indonesia, supported by Couns. Giovanni Brignone, Deputy Head of Mission and by Mr Piero Vecchione, Accounting Manager.

The sponsorship agreement shall not have any exclusivity clause; furthermore, in order to ensure a proper fulfillment of the obligations, the Embassy of Italy reserves the right to carry out a check on the displayed advertisement.

With their participation, the candidates consent to the processing of their personal data for all procedural requirements, in accordance with Legislative Decree no. 196/2003. For any further information, please contact the Embassy of Italy at the following email addresses: amm2.jakarta@esteri.it and amm3.jakarta@esteri.it.

Jakarta,

05 APR 2019



Vittorio Sandalli
Ambassador of Italy
to the Republic of Indonesia

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