



*Embassy of Italy  
Jakarta*

186

07 FEB 2024

**Call for Sponsorships in support of the Italian National Day 2024  
and other initiatives organized by the Embassy**

The Embassy of Italy has the honour to host the celebration of the Italian National Day in Jakarta.

The main purpose of the reception is to showcase the Italian excellence in several fields offering promising opportunities for a strengthened collaboration between Italy and Indonesia (trade & investment, manufacturing, services and culture).

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

- Taking into consideration art. 43 of Italian law n. 449 of December 27<sup>th</sup> 1997 (Sponsorship contracts and cooperation agreements, agreements with public and private subjects, user contributions for non-essential public services and productivity incentive measures);
- Taking into consideration art. 29 of Italian Presidential Decree n. 54 of February 1<sup>st</sup> 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;
- Taking into consideration art. 19 of Italian Legislative Decree n. 50 of April 18<sup>th</sup> 2016 (Sponsorships contracts);
- Taking into consideration art. 80 of Italian Legislative Decree n. 50 of April 18<sup>th</sup> 2016 (Exclusions reasons);
- Taking into consideration art. 57 of Directive 2014/24/EU (Exclusions reasons);
- Taking into consideration art. 120 et seq. of Italian law n. 689 of November 24<sup>th</sup> 1981 and its amendment and integrations (inexistence of impeding conditions for negotiation with the public administration);
- Taking into consideration art. 6 and 9 of Ministerial Decree n. 192 of November 2<sup>nd</sup> 2017, containing general guidelines to set the procedures for the selection of the contractors and the execution of contracts to be carried out overseas;
- Taking into consideration the interest expressed by a number of Italian and foreign companies 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 Sponsorship is launched as of today, offering the opportunity to agree on 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 Companies 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 2024 as well as other initiatives organized by the Embassy throughout the year 2024.

## **2. Main event: the Italian National Day 2024**

On June 2024 (venue and time will be confirmed to sponsors with a separate communication), the Embassy of Italy will host a formal reception on the occasion of the National Day. The event 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 actors who have a close collaboration with Italy.

During the event, promotional stands, banners on display or video screen are allowed. 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 2024 the Embassy of Italy is available to organize other cultural and promotional initiatives (music concerts, theatre plays, cinema shows, museum exhibitions, economic seminars and workshops, media events, etc.), at demand of sponsors. Adequate visibility to the sponsors will be granted in the promotional and communication materials realized for these projects.

## **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 100 million (or Euro 6.150). Platinum Sponsors will receive the following benefits:

- n. 20 invitations for the reception;
- opportunity to set up their own promotional stand during the reception **inside** the main hall;
- 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 May 12<sup>th</sup> 2024);
- 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 75 million (or Euro 4.600). Gold Sponsors will receive the following benefits:

- n. 15 invitations for the reception;
- opportunity to set up their own promotional stand during the reception **outside** the main hall;
- 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 May 12<sup>th</sup> 2024);
- 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 50 million (or Euro 3.100). Silver Sponsors will receive the following benefits:

- n. 10 invitations for the reception;
- 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 (according to the value of their sponsorship) they can set up their own promotional stand in order to 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](mailto:amm2.jakarta@esteri.it) and [amm3.jakarta@esteri.it](mailto:amm3.jakarta@esteri.it)) 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. Benedetto Latteri, Ambassador of Italy to Indonesia, supported by First Secretary Giovanni Finarelli, Head of Economic and Commercial Section and by Mr. Stefano Selloni, 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](mailto:amm2.jakarta@esteri.it) and [amm3.jakarta@esteri.it](mailto:amm3.jakarta@esteri.it).

Jakarta,

  
Benedetto Latteri  
Ambassador of Italy  
to the Republic of Indonesia

