



Embassy of Italy  
Hanoi

## **CALL FOR SPONSORSHIP PROPOSALS** **OF THE ITALIAN PROMOTIONAL ACTIVITIES** **PLANNED IN 2022**

### **THE EMBASSY OF ITALY IN HANOI**

**CONSIDERING THAT** the Embassy of Italy in Hanoi is finalizing a multifaceted official program unfolding over the entire year 2022 with the primary goal of promoting Italian culture and products

**IN COMPLIANCE WITH** the relevant Italian law, namely: Law No. 449 dated 27.12.1997; Legislative Decree No. 50 dated 18.04.2016; Presidential Decree No. 54/2010; Legislative Decree No. 33 dated 14.03.2013; Ministerial Decree No. 192 dated 02.11.2017,

### **ANNOUNCES THAT**

a public call for sponsorship is launched as per the following terms and regulations:

#### **1. REQUIREMENTS FOR ADMISSION**

Sponsorship applications may be submitted by any public or private party (companies, associations, foundations and any other subject), Italian or foreign, provided that its activities do not collide with the public interest.

#### **2. SUBMISSION OF SPONSORSHIP OFFERS**

Offers must be sent by mail to: [amministrativo.hanoi@esteri.it](mailto:amministrativo.hanoi@esteri.it). Offers shall be submitted in written form, signed by the legal representative, filling up the Sponsorship Offer Form (Annex 1), along with the copy of a currently valid identity document of the above mentioned representative, **by April 30<sup>th</sup>, 2022.**

Sponsorship offers must include and state:

- acceptance of the clauses contained in the notice;
- compliance with the general requirements referred to in Article 80 of the Italian Legislative Decree n. 50/2016 for qualifying to contracting with the Public Administration;
- absence of adverse or restrictive conditions which limit the capability to sign the contract with a foreign Public Administration;
- non-existence of bankruptcy proceedings;
- non-affiliation to political, trade-union, philosophical or religious organizations;

- in case of a legal entity, name of the legal representative;
- offered amount of the sponsorship;
- optional selection of one or more specific events for which the sponsorship is intended.

### **3. SELECTION CRITERIA**

The Embassy will assess, at its discretion, the sponsorship offers on the basis of the quality of the offered service/goods.

In order to differentiate the benefits granted to each sponsor, the Embassy will assess offers on the basis of their monetary value within 4 categories as per attached table (Annex 1 – *Sponsors' benefits*)

Should no adequate offers be received or should no bids be made on or before the deadline specified herein, the Embassy reserves the right to reopen the terms of this Public Notice as well as to accept additional sponsorships during the year.

The sponsorship offers are not binding for the Embassy until a sponsorship agreement is concluded.

Besides, those companies willing to cooperate with the Embassy on specific events are encouraged to express their interest accordingly.

### **4. SPONSORS' OBLIGATIONS**

After being selected, the Sponsors shall sign a sponsorship contract with the Embassy of Italy and transfer the agreed amount, as indicated in article 2. In case of technical sponsorship, the sponsorship contract will define the delivery terms and conditions.

After signing the sponsorship contract, the Sponsors shall send their logo via email to the following address: [culturale.hanoi@esteri.it](mailto:culturale.hanoi@esteri.it)

### **5. EMBASSY'S OBLIGATIONS**

The Embassy will grant the benefits as indicated in Annex 1.

Furthermore, the Embassy will ensure that all sponsors are duly recognized during the official celebrations, also through the adequate visibility of their logos.

The full implementation of the cultural program described in Annex 2 depends on the amount of funds specifically allocated by the Italian Ministry of Foreign Affairs and of those raised through this call. Moreover, changes might be related to the agenda of the artists involved, as well as to the evolution of the pandemic and of the international situation.

The Embassy will inform all sponsors about the implementation process.

### **6. RIGHT OF REFUSAL**

The Embassy shall refuse a sponsorship offer should the latter represent a risk of conflict of interest with the Embassy's activities or cause damage to its image or to the image of the Italian Republic. The Embassy of Italy will not accept offers favoring:

- a) political, philosophical, religious or trade-union related propaganda;
- b) offensive messages, including threats, expressions of fanaticism, racism or hate and generally not abiding by the legal requirements of the Italian juridical system.

## **7. SPONSORSHIP CONTRACT TERMS**

Following the communication of the results of the call, a contract will be drawn up, setting out the full terms and conditions between the sponsoring party and the Embassy.

Within the agreed deadline and in compliance with the required conditions, the sponsor will transfer the due amount to the Embassy of Italy in Hanoi.

The sponsor shall remain liable for the expenses related to the payment of any taxes, fees or charges, however denominated, under any Italian or Vietnamese laws or regulations, arising from this contract.

## **8. PERSONAL DATA PROTECTION**

Pursuant to Italian Legislative Decree 2003/196 as modified by decree 101/2018, and the EU Regulation 2016/679, applicant entities give their consent to the processing of personal data for the sole purpose of administrative and accounting management. The "Data Controller" is the Embassy of Italy in Hanoi.

## **9. CONTRACT RESOLUTION**

Should the sponsor fail to respect its obligations, the Embassy can terminate the sponsorship agreement without any obligation to compensate the sponsor.

According to the relevant Italian laws, the Embassy has also the right to terminate the contract due to foreign policy reasons.

## **10. COMPETENT FORUM**

The Italian Court is competent for the settlement of any controversial legal disputes that may arise in connection with the implementation of the present public notice or the execution of the sponsorship contract.

## **11. ADDITIONAL INFORMATION**

The R.U.P. of the entire procedure is the Deputy Head of Mission, Mr. Paolo Epifani.

For further information and clarification on the initiative, please address your questions to: [amministrativo.hanoi@esteri.it](mailto:amministrativo.hanoi@esteri.it).

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This Public Notice is affixed on the Embassy's notice board and published on its website in the section dedicated to the announcements.

Attachments:

*Annex 1 – Sponsors' benefits*

*Annex 2 – Cultural program*

*Annex 3 – Sponsorship offer form*

Hanoi, 23/03/2022

## SPONSORS' BENEFITS

**SUBJECT: BENEFITS GRANTED TO EACH SPONSOR ACCORDING TO THE AMOUNT OF THE CONTRIBUTION\***

<p><b><u>BRONZE SPONSOR</u></b> (up to 2.000 USD)</p>	<p>1) Display of company's logo on advertisement banners.</p>
<p><b><u>SILVER SPONSOR</u></b> (2001 USD to 5.000 USD)</p>	<p>1) Display of company's logo on advertisement banners. 2) Display of company's logo on the Embassy's website. 3) 5 complimentary tickets/invitations for 3 promotional events.</p>
<p><b><u>GOLDEN SPONSOR</u></b> (5.001 USD to 10.000 USD)</p>	<p>1) Display of company's logo on advertisement banners. 2) Display of company's logo on the Embassy's website. 3) 10 complimentary tickets/invitations for 5 promotional events. 4) Participation in press conferences organized during the year on cultural and commercial issues. 5) Distribution of gadgets or promotional materials in compliance with the event guidelines established by the Embassy. 6) Invitation of 2 company's representatives to exclusive dinner with any artist involved in the various activities (if foreseen).</p>
<p><b><u>PLATINUM SPONSOR</u></b> (more than 10.000 USD)</p>	<p>1) Display of company's logo on advertisement banners. 2) Display of company's logo on the Embassy's website. 3) 20 complimentary tickets/invitations for all promotional events. 4) Participation in press conferences organized during the year on cultural and commercial issues. 5) Distribution of gadgets or promotional materials in compliance with the event guidelines established by the Embassy. 6) Invitation of 2 company's representatives to exclusive dinner with any artist involved in the various activities. 7) Availability, upon conditions to be defined according to each event, of the Ambassador's Residence/Casa Italia for private events of the company's top management.</p>

\*IT MIGHT HAPPEN THAT SOME EVENTS MAY NOT ALLOW FOR GRANTING OF THE BENEFITS OR THAT THE BENEFITS MAY BE REDUCED.

**TENTATIVE PROGRAM OF MAIN CULTURAL AND COMMERCIAL ACTIVITIES PLANNED  
IN 2022**

MONTH	DATE	EVENT	VENUE	DESCRIPTION
MARCH	25	6 <sup>th</sup> Italian Design Day	Hanoi	Conference held by an Italian “Ambassador of Design”, followed by an event dedicated to business.
APRIL	8 April – 1 May	“Bat Trang Ceramic: Influence from Italy”	Hanoi	Exhibition of ceramics from the Bat Trang Museum inspired by Italian tradition and fashion.
	15	Italian Research Day	Hanoi	Event to promote the excellences of Italian academic research in the field of science and technology.
JUNE	2	76 <sup>th</sup> Italian Republic Day	Hanoi	Celebration of the Italian National Day
	TBD	Fare Cinema 2022	Hanoi	Initiative to promote the excellence of Italy’s contemporary movie industry
	TBD	Photo-contest on Climate Change	Hanoi and other cities	Photo-contest on the impact of climate change in Vietnam, followed by a photographic exhibition (in cooperation with VICAS).
SEPTEMBER	TBD	Genova / Haiphong	Haiphong	Celebration of the twinning of the cities of Genova and Haiphong with a conference held by Italian

				film-maker Fantoni Minnella.
	TBD	Magister Canova 200	Hanoi	Multimedia exhibition for the 200 <sup>th</sup> anniversary of the death of the Italian sculptor Antonio Canova.
	TBD	Italian Film Festival	Hanoi and other cities	Screening of movies by contemporary and emerging Italian directors.
	TBD	Pasolinianamente – I Fuochi segreti	Hanoi	Presentation of contemporary dance show dedicated to the works of Pier Paolo Pasolini
<i>OCTOBER</i>	17-22	22 <sup>th</sup> Italian Language Week	Hanoi	Conference and other promotional activities aiming at promoting the Italian language in Vietnam.
	TBD	Italian Live Music	Hanoi and other cities	Tournée of an Italian band in Vietnam
<i>NOVEMBER</i>	TBD	6 <sup>TH</sup> Italian Cuisine Week	Hanoi	Conference and other activities aiming at promoting the Italian cuisine in Vietnam. Food&beverage fair in a shopping mall.
	TBD	Piazza Italia	Hanoi	Large open event aiming at presenting Italy at 360 degrees to the Vietnamese public.
<i>DECEMBER</i>	TBD	18 <sup>th</sup> Day of Contemporary Art	Hanoi	Art-contest among Vietnamese artists and/or artist in-residence

				project aiming at promoting Italian contemporary art in Vietnam (in cooperation with VICAS)
	TBD	Short Movies Day	Hanoi	Screening of Italian short movies, selected by the Italian Short Film Center.
	TBD	National Space Day	Hanoi	Event to promote the excellences of Italian space industry and research.
<i>EVERY LAST FRIDAY OF THE MONTH</i>		Sentiero DiVino	Hanoi	Movie screenings and wine tastings.
<i>THROUGHOUT THE YEAR</i>	-	-	Other cities in Northern Vietnam	Conferences, photographic exhibitions and other cultural activities in different provinces of Northern Vietnam.

**SPONSORSHIP OFFER FORM**

**SUBJECT: EXPRESSION OF INTERESTS IN SPONSORING THE ITALIAN PROMOTIONAL ACTIVITIES PLANNED BY THE EMBASSY OF ITALY IN HANOI DURING 2022**

I, the undersigned, \_\_\_\_\_

born in \_\_\_\_\_, on \_\_\_\_\_, Legal Representative of the following  
Company / Society / Association: \_\_\_\_\_

legally registered at (address): \_\_\_\_\_

City \_\_\_\_\_ Country \_\_\_\_\_ Tel. \_\_\_\_\_

E-mail \_\_\_\_\_,

**DECLARE**

the interest in partnering with the Embassy of Italy in Hanoi, in accordance with the modalities established in the Public Notice published on March 23, 2022, through:

*(please specify in detail the content of the offer)*.....  
.....

**I hereby also declare:**

- to have acknowledged and accepted the sponsorship conditions fully and without reservations in compliance with the Public Notice published by the Embassy of Italy in Hanoi;
- to assume all the responsibilities and the obligations related to the brand display;
- to comply with the general requirements referred to in Article 80 of the Italian Legislative Decree n. 50/2016 for qualifying to contracting with the Public Administration;
- to have no adverse or restrictive conditions which limit the capability to sign the contract with a foreign Public Administration;
- not to be under bankruptcy proceedings;
- not to belong to any political, religious, philosophical organizations or trade unions;
- not to be subject to any penal, civil, administrative precautionary or final injunction, decided by any court recognized by the Italian and Vietnamese judicial system;
- to give the consent for the use of my personal data in compliance with the current Italian Law and EU Regulation 2016/679, for all procedural requirements.

I attach herewith copy of my identity document.

Place and date:

\_\_\_\_\_  
Signature of the Legal Representative