



**Embassy of Italy
Abuja**

**PUBLIC ADVERTISEMENT
FOR THE RESEARCH AND SELECTION OF SPONSORS FOR EVENTS
PROMOTED BY THE EMBASSY OF ITALY IN ABUJA IN 2023**

The Ambassador of Italy in Abuja,

- considered the opportunity of proceeding to the research of sponsorships for cultural and/or promotional initiatives organized by the Embassy of Italy in Abuja, in sight of the interest shown by several companies to collaborate in the organization of these initiatives, with the possibility of promoting the brand, business name or other distinctive elements of the company in special and predetermined advertising spaces;
- attested its intention to offer to interested subjects the possibility to conclude with the Embassy of Italy in Abuja contracts of sponsorship aimed at the publication of their logos or promotional messages on advertising spaces related to these events;

ANNOUNCES

of having planned for 2023 a series of initiatives and cultural, promotional and scientific events to promote Italy in Federal Republic of Nigeria.

1. GENERAL REQUIREMENTS TO PARTICIPATE IN THE SELECTION

Public and private subjects having the following requirements are admitted to submit the expression of interest for the sponsorship:

1. Inexistence of conditions of impossibility to bargain with the Public Administration as well as inexistence of any other situation considered by law detrimental or limitative of the bargaining capacity (art. 80 D.Lgs. 50/2016);
2. Inexistence of insolvency or bankruptcy proceedings (in case of companies or enterprises).

2. OBJECT

Applications can regard sponsorships of financial nature (in terms of economic delivery) and technical nature (direct delivery of services or furnishing of goods) and it is also possible to submit applications providing both forms (in part financial and in part technical).

The Italian Embassy may consent the presence of different sponsors to finance each initiative. The sponsorships offers are not to be considered binding for the sponsee for the purposes of formalization of the contract.

Three types of sponsorships are provided, for which it is considered the possibility of adjudication to more than one sponsor:

- **“PLATINUM SPONSOR”**

Sponsorship of **5.000 EURO**, or equivalent amount in Naira, which provides:

- a) Visibility for the company logo, with the qualify of “Platinum Sponsor”, in a specific section of the Embassy of Italy’s website for the 12 months between the 2023 Italian National Day and the one in 2024;
- b) Insertion of the company logo, in a position of maximum visibility, on paper or digital advertising material (ex. invitations, catalogues, roll-ups, calendars), with specimens to be sent in a sufficient number to the sponsors, in connection with events organized by the Embassy of Italy during 2023, in particular in connection with the Italian National Day celebrations;
- c) Projection of the company logo, in a position of maximum visibility, on the screens present in the area that will host the Italian National Day celebrations;
- d) Special mention of the sponsor in the Head of Mission’s speech during the Italian National Day celebrations as well as the possibility to play promotional videos during the event;
- e) Possibility to expose company’s promotional material at the events organized by the Italian Embassy, in particular during the Italian National Day celebrations;
- f) Invitations to cultural and promotional events organized by the Embassy of Italy.

- **“GOLD SPONSOR”**

Sponsorship of **3.000 EURO**, or equivalent amount in Naira, which provides:

- a) Visibility for the company logo, with the qualify of “Gold Sponsor” in a specific section of the Embassy of Italy’s website for the 12 months between the 2023 Italian National Day and the one in 2024;
- b) Insertion of the company logo on paper or digital advertising material (ex. invitations, catalogues, roll-ups, calendars) in connection with events organized by the Embassy of Italy during 2023, particular in connection with the Italian National Day celebrations;
- c) Possibility to expose company’s promotional material at the events organized by the Italian Embassy, in particular during the Italian National Day celebrations;
- d) Invitations to cultural and promotional events organized by the Embassy of Italy.

- **“SILVER SPONSOR”**

Sponsorship of **1000 EURO**, or equivalent amount in Naira, which provides:

- a) Visibility for the company logo, with the qualify of “Silver Sponsor”, in a specific section of the Embassy of Italy’s website for the 12 months between the 2023 Italian National Day and the one in 2024;

- b) Insertion of the company logo on paper or digital advertising material (ex. invitations, catalogues, roll-ups) in connection with events organized by the Embassy of Italy in 2023, in particular in connection with the Italian National Day celebrations;
- c) Possibility to expose company's promotional material at the events organized by the Italian Embassy, in particular during the Italian National Day celebrations.

The Embassy, upon simple request, at any time reserves itself the right to withdraw from signed sponsorship contracts due to foreign policy reasons, without conditions or limitations of any kind, free of charge and without prejudice to the right for the sponsor to receive refund of the amounts already deposited.

For further informations we invite you to contact the Embassy of Italy in Abuja at the following addresses: abuja.segreteria@esteri.it and commerciale.abuja@esteri.it.

3. PRESENTATION OF SPONSORSHIP OFFERS

Expressions of interest from interested enterprises and entities should be submitted, **within the 30th of April 2023**, by e-mail to the address ambasciata.abuja@esteri.it copy to abuja.segreteria@esteri.it and commerciale.abuja@esteri.it, using the specific form duly filled, dated and signed:

- **Attachment A – Expression of interest**

4. SPONSORSHIP OFFERS EVALUATION

Sponsorship offers will be evaluated by the Embassy staff in compliance with criteria required by current law, in a framework of legality, efficiency and transparency of the administrative action. Therefore sponsorship offers are to be considered not binding for the Embassy for the purposes of formalization of the contract.

The Embassy reserves the faculty not to accept sponsorship offers when:

- a) Retains that it could generate a conflict of interest with its activity;
- b) Recognizes in the advertising message a possible prejudice or harm to its image or to its initiatives;
- c) Retains that the offer is contrary to the general principles of Italian legal system or forbidden by the Italian law;
- d) Considers the offer unacceptable due to general reasons of unsuitability.

Furthermore, sponsorship will be deemed excluded when concerning:

- a) Propaganda of political, trade, philosophic or religious nature;
- b) Advertisements aimed at or linked to the production or distribution of pornographic material or material with a sexual background;
- c) Offensive messages, including expressions of fanaticism, racism, hate, threat or intolerance and, in general, all the messages considered contrary to the law and the general principles of Italian legal system.

5. SIGNING OF THE SPONSORSHIP AGREEMENT

A Sponsorship contract will, duly signed by the sponsor company's representative, and by the Responsible of the procedure of the Embassy of Italy in Abuja.

6. TREATMENT OF DATA

All the proposers, in accordance with D.Lgs. n. 196/2003, give their consent to the treatment of personal data for the exclusive purpose of administrative and accounting management. The holder of the data treatment is the Embassy of Italy in Abuja.

Abuja, 25th January 2023

The Ambassador

This advertisement, **that will remain published until the 30th of April 2023**, was affixed to the bulletin board of this Embassy on 25th January 2023 and in the same day it was published on the official website (<http://www.ambabuja.esteri.it>).