



Ambasciata d'Italia in Giappone

PUBLIC BID FOR SPONSORSHIP
OF THE ITALIAN 2019 EDITION OF THE
ITALIAN CUISINE WEEK IN JAPAN
ORGANIZED BY THE EMBASSY OF ITALY TO JAPAN

The Ambassador of Italy to Japan

- considered Art. 29 of the Italian Presidential Decree n. 54/February 1, 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 the interest showed by a number of Italian and foreign enterprises to support commercial and cultural initiatives in cooperation with the Embassy, with the possibility to promote their image and to sponsor institutional events organized by the Embassy;
- taking into account Art. 6 of the Decree dated November 2, 2017, n. 192 (cooperation with private entities), whose paragraph 2 states that in sponsorship contracts a specific clause must be included allowing the recess for foreign policy related motivations, upon simple request, without conditions or limitations, free of charge with the exception of the right to receive the funds previously anticipated and exceeding the compensation for the action already performed and obtained.

OFFERS

the opportunity to sign sponsorship contracts with the Embassy, aimed at acquiring advertising spaces on the occasion of the 2019 edition of the Italian Cuisine Week in Japan

1 - AIM

The 2019 edition of the Italian Cuisine Week (ICW) – which will take place globally and be promoted by the Italian Ministry of Foreign Affairs and International Cooperation in coordination with the other Ministries and Entities being part of the Working Group in charge of valuing the excellence of Italian Cuisine abroad – will be held from the 18th to the 24th of November, 2019. The promotional program of the ICW in Japan, whose definition will be supported and coordinated by the Italian Embassy to Japan (hereinafter, “the Embassy”), is intended to take place throughout the whole month of November. Both the institutional events – organized by the Embassy, the Consulate General in Osaka, the Italian Cultural Institutes in Tokyo and Osaka, the Trade and Tourism Promotion Sections of the Embassy, and the Italian Chamber of Commerce in Japan – and the activities promoted by other associations and companies – whose scopes are deemed by

the Embassy in keeping with the goals and principles of the ICW – are part of the promotional program of the ICW.

The ICW will be promoted on both the Internet Website and the institutional profiles of the Social Network Accounts (Twitter and Facebook) of the Embassy.

In view of the 2019 edition of the ICW in Japan, the Embassy foresees the possibility for the sponsors (on the basis of the sponsorship methods explained in point 3 of this Public Bid) to promote their brands, images and activities in the context of the following initiatives organized by the Embassy:

1. Creating and distributing a **catalogue**, available both in hardcopy and digitally, on the so-called “**Italian Aperitivo Week**” during the ICW. The Embassy, in cooperation with the Consulate General in Osaka and the private entities interested in joining the initiative, will select about 100 bars or similar places for the definition of special menus, focused on the Italian Aperitivo. The scope is to promote further consumption in Japan of Italian sparkling wine and spirits, alongside some high-quality Italian ingredients (such as deli meat, cheese, etcetera). In the catalogue, alongside the information on the selected places and the drinks identified, there will be specific advertising spaces.
2. Creating and distributing a **catalogue**, available both in hardcopy and digitally, on the so-called “**Italian Restaurant Week**” during the ICW. The Embassy, in cooperation with the Consulate General in Osaka, the Italian Chamber of Commerce in Japan and relevant Associations of Italian Chefs, will select about 100 restaurants for the definition of special menus, based on the Mediterranean Diet. The scope is to further spread the Italian Cuisine knowledge in Japan. In the catalogue, alongside the information on the selected restaurants and menus, there will be specific advertising spaces.
3. Holding a **Press Conference** to introduce the ICW and its promotional program to the journalists and business operators in the food sector. On the occasion of the Press Conference (November 8th, 2019: *TBC*) and, throughout the whole period of the ICW, within the public areas of the Embassy, specific banners on the ICW, with designated advertising spaces, will be displayed. On the occasion of the Press Conference, the Embassy will mention the companies that will sponsor the ICW.
4. Creating the **official program** (a list of the scheduled events) of the ICW, with specific advertising spaces, which will be distributed both in hardcopy on the occasion of the aforementioned Press Conference and online through the Internet Website and the aforesaid profiles of the Social Network Sites of the Embassy.
5. IF THE SPONSORSHIP OFFERS WILL REACH A TARGET IN LINE WITH MARKET COSTS, producing and distributing short **promotional videos** on the Italian food and lifestyle in Japan, in collaboration with Italian influencers specifically selected. In the final part of the videos the logos of the sponsors of the ICW will be displayed.
6. IF THE SPONSORSHIP OFFERS WILL REACH A TARGET IN LINE WITH MARKET COSTS, producing and airing a **radio program**, in collaboration with a local radio station (to be selected), in the context of the ICW, with 10 episodes of about 10 minutes each, for the promotion of Italian cuisine as well as Italian culture, "Made in Italy" and "Italian Lifestyle". The sponsors will have the possibility to allocate specific advertising spaces within the radio program.

2 - GENERAL REQUISITES FOR THE SPONSORSHIP

Public and private subjects having the following requirements are admitted to submit their expression of interest for the sponsorship: Absence of conditions of the impossibility to seal deals with Public Administration as well as absence of any other circumstances considered by law as detrimental or restrictive of such dealing capacity (Art. 80 D. Lgs. 50/2016).

3 - SPONSORSHIP METHODS

- “DIAMOND SPONSOR” - Minimum contribution JPY 1,000,000 (one million)

- *1 page and a half (1/2)* of the Italian Aperitivo Week and of the Italian Restaurant Week catalogues (see paragraph 1.1. and 1.2. of this Bid), in coordination with the Embassy, which will have to examine and approve the contents in advance (logos, images of products and/or texts);
 - *Maximum dimension visibility* on the banners that will be set up for the Press Conference (see paragraph 1.3. of this Bid); possibility of being mentioned by the Embassy in the context of the aforementioned Press Conference, as "diamond sponsor and partner of the ICW";
 - *Maximum dimension visibility* of the logos that will be inserted in the ICW official program (see paragraph 1.4. of this Bid);
 - *Maximum dimension visibility* of the logos to be displayed at the end of the promotional videos, if produced (see paragraph 1.5.);
 - *3 minutes* advertising space during the radio program, if produced (see paragraph 1.6.).
- **"GOLDEN SPONSOR"** - Minimum contribution JPY 500,000 (five hundred thousand)
 - *1 page* of the Italian Aperitivo Week and of the Italian Restaurant Week catalogues (see paragraph 1.1. and 1.2. of this Bid), in coordination with the Embassy, which will have to examine and approve the contents in advance (logos, images of products and/or texts);
 - *Medium dimension visibility* on the banners that will be set up for the Press Conference (see paragraph 1.3. of this Bid); possibility of being mentioned by the Embassy in the context of the aforementioned Press Conference, as "diamond sponsor and partner of the ICW";
 - *Medium dimension visibility* of the logos that will be inserted in the ICW official program (see paragraph 1.4. of this Bid);
 - *Medium dimension visibility* of the logos to be displayed at the end of the promotional videos, if produced (see paragraph 1.5.);
 - *1 minute* advertising space during the radio program, if produced (see paragraph 1.6.).
- **"SILVER SPONSOR"** - Minimum contribution JPY 200,000 (two hundred thousand)
 - *Half page (1/2)* of the Italian Aperitivo Week and of the Italian Restaurant Week catalogues see paragraph 1.1. and 1.2. of this Bid), in coordination with the Embassy, which will have to examine and approve the contents in advance (logos, images of products and/or texts);
 - *Standard dimension visibility* on the banners that will be set up for the Press Conference (see paragraph 1.3. of this Bid); possibility of being mentioned by the Embassy in the context of the aforementioned Press Conference, as "diamond sponsor and partner of the ICW";
 - *Standard dimension visibility* of the logos that will be inserted in the ICW official program (see paragraph 1.4. of this Bid);
 - *Standard dimension visibility* of the logos to be displayed at the end of the promotional videos, if produced (see paragraph 1.5.);
 - Mention, in the form of thanks for the contribution granted to the initiative and as "partner of the SCI", during the radio program, if produced (see paragraph 1.6.).
- **"PARTNER SPONSOR"** - In-kind contributions through the supply of services
 - Possibility to give visibility to the own company's logo as "partner" of the ICW through the supply of specific in-kind services (for example: covering the expenditures for transport, catering, distribution services, graphic production, etcetera), previously agreed with the Embassy, as long as they bring about saving for the Embassy in the context of the foreseen institutional activities.

4 - SUBMISSION OF SPONSORSHIP OFFERS

The sponsorship offers by interested subjects:

- must be submitted, by **August 31st, 2019**, in the written form, signed by the company legal representative (following the sample form provided in the *Attachment* to this Notice), along with his/her copy of a valid ID and be sent by email (with PDF attachments under 2.5 MB) to the email address of the Embassy: econaff.tokyo@esteri.it (CC: ammcont.tokyo@esteri.it);
- must indicate the amount intended to be offered to the Embassy as sponsorship;
- must be accompanied by the declaration confirming there are no adverse or restrictive conditions to the sponsor's contractual capability (according to Art. 80 of the Italian Legislative Decree 50/2016);
- must contain the sponsor's commitment to take upon itself all the responsibilities and obligations related to the display of its own brand.

With their submissions, the candidates consent to the processing of their data, as well as personal data, according to the Italian Legislative Decree n. 196/2003 and to the General Data Protection Regulation / GDPR (EU) 2016/679, for all procedural requirements.

Conditional or incomplete offers (i.e. offers without signature) will be excluded.

5 - SPONSORSHIP EVALUATION

The sponsorship, sent by the deadline set in this Notice (see Point 4), are judged by the Embassy according to the principles of cost, effectiveness, fairness, equanimity, transparency, proportionality. In consideration of the special nature of the object of this Public Bid, the Embassy can accept more than one sponsorship.

6 - FORWARDING TO THE EMBASSY OF THE ADVERTISING MATERIAL

Public and private subjects, whose sponsorship bids will be accepted by the Embassy, will have to forward to the Embassy the advertising material (logos, photos, texts, etcetera) related to the activities singled out in paragraph 3) within **September 13th, 2019**. The advertising material forwarded to the Embassy beyond the said deadline shall not be accepted.

7 - RIGHT TO REJECT SPONSORSHIPS

Any sponsorship can be rejected if:

- a) the Embassy deems it could create conflict with its institutional/diplomatic activity and/or violate Italian Laws and Principles;
- b) the Embassy deems the message in the advertisement could bias or damage its image or its initiatives;
- c) the Embassy deems it is not acceptable for any general reasons;
- d) it includes political, syndicalist, philosophical or religious propaganda;
- e) it includes offensive messages, including expressions of fanaticism, racism, hate, threat or intolerance.

8 - SPONSORSHIP CONTRACT

The sponsorship contract is signed between the Sponsor and the Embassy.

In no case any other subject could replace the Sponsor in the contract signed between the Sponsor and the Embassy – unless there is a written authorization from the Embassy itself.

The interested subject could be sanctioned by the relevant Authorities should the Embassy verify its offer and related declarations be false. Any benefits coming thereof would cease to exist.

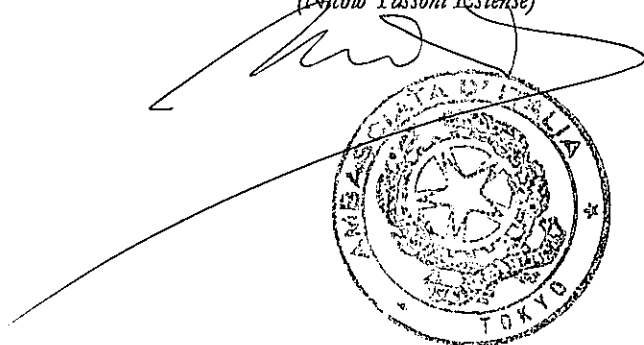
If, for any reason not depending from the Embassy, the reception were not to take place the sponsorship amount already transferred to the Embassy will be reimbursed.

It is stressed the necessity to make reference to Art. 6 of the Decree dated November 2, 2017, n. 192 (cooperation with private entities), whose paragraph 2 states that in sponsorship contracts a specific clause must be included allowing the recess for foreign policy related motivations, upon simple request, without

conditions or limitations, free of charge with the exception of the right to receive the funds previously anticipated and exceeding the compensation for the action already performed and obtained. If the contractor does not accept the inclusion of such clause, the sponsorship contract cannot be concluded.

Tokyo – July 10th, 2019

*The Chargé d'affaires ad interim
(Nicolò Tassoni Festense)*



This Notice was displayed on the Notice Board of the Embassy on July 10th, 2019 and on the same day was also published on the Official Website of the Embassy (http://www.ambtokyo.esteri.it/ambasciata_tokyo/it/).