



Ambasciata d'Italia  
Tokyo

PUBLIC BID FOR THE SPONSORSHIP OF THE ITALIAN NATIONAL DAY 2022 ORGANIZED  
BY THE EMBASSY OF ITALY TO JAPAN

**The Embassy of Italy to Japan**

- HAVING REGARD to 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, private citizens and in general any subject, Italian or foreign, not involved in activities in conflict with the public interest;
- HAVING CONSIDERED the opportunity, based on the interest showed by a number of Italian and foreign enterprises to organize promotional initiatives in cooperation with the Embassy, with the possibility to promote their image and to sponsor institutional and promotional events organized by this Embassy;
- AWARE of the interest of the Italian community in Japan to adequately celebrate the anniversary of the Italian National Day, as a way to re-launch the Italian system in Japan during the Covid-19 emergency;
- AWARE of the need to ensure that the reception be organized in such forms and provisions as to fully comply with the current health control measures in force within both Italian and Japanese regulations, aimed at combating the spread of COVID -19 pandemics;

**OFFERS**

***the opportunity to sign sponsorship contracts with the Embassy, aimed at acquiring advertising spaces on the occasion of the Italian National Day 2022***

**1 - AIM**

The National Day reception will take place at the Embassy of Italy on Thursday, **June 2<sup>nd</sup> 2022**. The exact time will be notified later on. Date may vary under specific circumstances.

The reception will host representatives of the diplomatic corps accredited in Japan, Japanese official institutions, exponents of the academic, of the entrepreneurial and cultural circles in Japan, representatives of Japanese media and of the Italian community in Japan.

The event will be promoted through the Embassy official website and on the Embassy official social media (Instagram, Twitter and Facebook). Adequate advertising spaces will

be provided during the event to those who adhere to this public bid. Please refer to Point no.3 for details and conditions.

## **2 - GENERAL REQUIREMENTS FOR THE SPONSORSHIP**

Public and private subjects are eligible to submit their expression of interest for the sponsorship on condition that they comply with the following requirement:

- Absence of conditions of 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 Italian Legislative Decree 50/2016).

## **3 - SPONSORSHIP**

Public and private subjects interested in sponsoring the Italian National Day Reception for the year 2022 will receive visibility in proportion to their contribution. Due to organizational needs visibility will not be granted to donations considered inadequate compared to the size of the event and to the number of guests. Sponsorship offers in cash and "in-kind" (services, facilities, logistics, high-quality Italian food and beverage, if needed for the reception) will be accepted. Visibility will be granted accordingly to the following levels:

**DIAMOND SPONSOR**, minimum contribution of JPY 1.000.000 (one million):

- opportunity to display company's products/promotional material during the Italian National Day celebration through modalities to be agreed with the Embassy;
- opportunity to display the company's logo on the Italian National Day invitation;
- opportunity to display the company's logo in maximum graphic dimensions on backdrops to be set up during the event;
- 8 selected guests to be invited to the National Day reception (invitations sent by the Embassy).

**GOLDEN SPONSOR**, minimum contribution of JPY 500,000 (five hundred thousand):

- opportunity to display the company's logo on the Italian National Day invitation;
- opportunity to display the company's logo in medium graphic dimensions on backdrops to be set up during the event;
- 6 selected guests to be invited to the National Day reception (invitations sent by the Embassy).

**SILVER SPONSOR**, minimum contribution of JPY 200.000 Yen (two hundred thousand):

- opportunity to display the company's logo in small graphic dimensions on backdrops to be set up during the event;
- 4 selected guests to be invited to the National Day reception (invitations sent by the Embassy).

Any offer for sponsorship of a lower amount will be evaluated by the Embassy.

#### **4 - SUBMISSION OF SPONSORSHIP OFFERS**

Sponsorship offers:

- must be submitted by filling in the form provided hereafter (see Attachment to this Notice). Such form must be signed by the company legal representative and be sent to the Embassy mail addresses: [econaff.tokyo@esteri.it](mailto:econaff.tokyo@esteri.it) (CC: [ammcont.tokyo@esteri.it](mailto:ammcont.tokyo@esteri.it)) along with his/her copy of a valid ID;
- must be submitted by March 28<sup>th</sup>, 2022;
- must indicate the amount intended to be offered to the Embassy as sponsorship;
- must be accompanied by the declaration confirming the absence of adverse or restrictive conditions to the sponsor's contractual capability (according to Art. 80 of the Italian Legislative Decree 50/2016 – See Point no.2 on previous page);
- must include the sponsor's commitment to take on all responsibilities and obligations related to and deriving from its own brand display;
- must include the "Information to be provided where personal data are collected from the data subject" (Art. 13 GDPR (EU) 2016/679), dated and signed by the legal representative (see Attachment to this Notice).

With their submissions, bidders consent to the processing of their personal data in compliance with Italian Legislative Decree n. 196/2003 and with the GDPR (EU) 2016/679 for all procedural requirements.

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

#### **5 - SPONSORSHIP OFFERS EVALUATION**

The sponsorship offers, received within the deadline set in this Notice (see Point no.4), are evaluated and assessed by the Embassy according to the principles of economicity, cost effectiveness, fairness, equality of treatment, transparency, proportionality.

In consideration of the special nature of the event that forms the subject of this Notice, the Embassy may accept more than one sponsorship.

#### **6 - RIGHT TO REJECT SPONSORSHIPS**

The Embassy is entitled to reject any sponsorship offer in case:

- a) the Embassy deems the sponsorship could be in conflict with its institutional/diplomatic activity and/or violate Italian Laws and Principles;
- b) the Embassy deems the advertisement text and/or image could bias or be prejudicial to its image or its initiatives;
- c) the Embassy deems the offer is not acceptable for any general reason;
- d) the offer contains political, syndicalist, philosophical or religious propaganda;
- e) the offer contains offensive messages, including expressions of fanaticism, racism, hate, threat or intolerance;
- f) the offer does not satisfy the event's organizational needs.

#### **7 - SPONSORSHIP CONTRACT**

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

Under no circumstances can any other subject replace the Sponsor in the said contract of sponsorship – unless authorized by the Embassy with a written statement.

The interested subject could be sanctioned by the relevant authorities should the Embassy verify his/her offer and related declarations be false. In such case, any benefits coming thereof would cease to exist.

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

Tokyo, 28 February 2022



The Ambassador of Italy  
Gianluigi Benedetti

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*This Notice was displayed on the Notice Board of the Embassy on February 28, 2022 and on the same day was also published on the Official Website of the Embassy ([http://www.ambtokyo.esteri.it/ambasciata\\_tokyo/it/](http://www.ambtokyo.esteri.it/ambasciata_tokyo/it/)).*

**To the Embassy of Italy in Japan**

I, the undersigned, \_\_\_\_\_,  
(name and surname of the legal representative of the company )

\_\_\_\_\_  
(name of the company),

Address: \_\_\_\_\_  
(address of the company)

E-mail / Tel. \_\_\_\_\_  
(contact e-mail and telephone)

**declare that the aforementioned company intends to join the public bid for sponsorships related to the celebration of the Italian National Day organized by the Embassy of Italy in Tokyo in 2022**

I declare that the company \_\_\_\_\_  
(name of the company),

**Option 1**

offers an amount of Japanese YEN \_\_\_\_\_ (in numbers)

\_\_\_\_\_  
(in letters)

**Option 2**

states its willingness to sponsor the Italian National Day to be held in 2022 with the following in-kind contributions:

\_\_\_\_\_  
(please specify)

Equivalent to the value of (in Japanese YEN) \_\_\_\_\_  
(in numbers and letters)

**Under my responsibility, I hereby certify that there are no prejudicial or restrictive conditions to the contractual capacity of the sponsor according to article 80 of Law Decree n. 50/2016 of the Italian Republic.**

The Company \_\_\_\_\_ (name of the company) agrees to cope with all the responsibilities and obligations related to and following the brand display.

Place, date

Signature: \_\_\_\_\_

**Please attach hereafter a copy of a valid ID of the company legal representative.**

\_\_\_\_\_  
Contact person :

E-mail of the contact person:

Telephone of the contact person:

**PROTECTION OF PHYSICAL PERSONS IN THE PROCESSING OF THEIR PERSONAL DATA**  
**Regulation (EU) 2016/679, art. 13**

The processing of personal data is subject to the principles of lawfulness, correctness and transparency in order to protect the fundamental rights and freedoms of physical persons. In view of this, please note the following:

1. The data is held by the Italian Ministry of Foreign Affairs and International Cooperation (MAECI) acting in this instance through the Embassy of Italy in Tokyo, 2-5-4 Mita, Minato -ku, Tokyo 108-8302, embassy.tokyo@esteri.it, tel. 03-3453-5291.
2. The Italian Ministry of Foreign Affairs and International Cooperation has a personal data protection officer who, in case of questions or complaints, can be contacted at Ministero degli Affari Esteri e della Cooperazione Internazionale, Piazzale della Farnesina 1, 00135 Rome, tel. 0039 06 36911 (switchboard), e-mail: rpd@esteri.it; certified email: [rpd@cert.esteri.it](mailto:rpd@cert.esteri.it).
3. The personal data requested are necessary for the evaluation of the sponsorship offers received for the organization of the celebration of the National Day in 2022.
4. It is mandatory under the Italian regulations to provide the said data. Any refusal to provide the requested data will entail the exclusion from the evaluation process of the said sponsorship offers.
5. Appointed staff members will process the data manually and/or automatically.
6. By signing this attachment, the interested party gives his/her consent to the treatment of the data in order to carry out the necessary process of evaluation. The interested party gives also his/her consent to the communication of the aforementioned data to the competent local authorities for their verification.
7. The data will be held for a maximum period of 5 years starting from the date of receipt. This deadline is suspended in the event of legal proceedings.
8. The interested party may request the access to their personal data and, if necessary, request their correction by submitting a specific request to the Embassy of Italy (contact details in point 1). The interested party must notify to the personal data protection officer at the Italian Ministry of Foreign Affairs that the aforementioned request has been made (contact details in point 2).
9. If the interested party believes that his/her rights have been violated, he/she can file a complaint with the personal data protection officer at the Italian Ministry of Foreign Affairs (contact details in point 2). Alternatively, he/she may apply to the Italian data-protection Authority (Piazza di Monte Citorio 121, 00186 Roma, tel. 0039 06 696771 (switchboard), e-mail: [garante@gpdp.it](mailto:garante@gpdp.it), certified email: [protocollo@pec.gpdp.it](mailto:protocollo@pec.gpdp.it)) or to the judicial authorities.

[Place, date]

I confirm that I have read and accept the information in this document

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