



Ambasciata d'Italia
Tokyo

**PUBLIC BID FOR THE SPONSORSHIP OF THE ITALIAN NATIONAL DAY 2026 ORGANIZED BY THE
EMBASSY OF ITALY IN JAPAN**

The Embassy of Italy in 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;

OFFERS

the opportunity to sign sponsorship contracts with the Embassy, aimed at acquiring advertising spaces on the occasion of the Italian National Day 2026.

1 - AIM

1.1 On the occasion of the celebrations for the 2026 edition of Italy's National Day, the Embassy of Italy in Tokyo plans on organizing an institutional and promotional event as well as related communication activities. The National Day reception will take place at the Embassy of Italy on **June 2, 2026**. The exact time will be notified later on. Date may vary under specific circumstances.

1.2 Japanese official institutions, exponents of the entrepreneurial, cultural, scientific and academic circles in Japan, as well as Representatives of the diplomatic corps accredited in Japan, of Japanese media and of the Italian community will be invited to the celebrations.

1.3 The event will be promoted through the Embassy official website and on the Embassy official social media (Instagram, X). The initiatives will be promoted and given due visibility through communication addressed to Japanese and Italian media, as well as on the Embassy's website and official social profiles (Instagram, X).

1.4 The Embassy provides sponsors with the opportunity to enhance their brand, image, products and activities in the context of the event and the above communication activities in forms and ways to be agreed upon.

2 - GENERAL REQUIREMENTS FOR THE SPONSORSHIP

2.1 Public and private subjects are eligible to submit sponsorship offers, subject the absence of conditions prejudicing or limiting their contractual capacity (Art. 80 del D. Lgs n. 50/216).

3 - SPONSORSHIP

3.1 Public and private subjects interested in sponsoring the Italian National Day Reception for the year 2026 in Tokyo will receive visibility in proportion to the agreed 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 or “in-kind” (services, facilities, logistics, high-quality Italian food and beverage, if needed for the reception) will be accepted.

4 - SUBMISSION OF SPONSORSHIP OFFERS

4.1 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 address ammcont.tokyo@esteri.it along with his/her copy of a valid ID, with PDF attachments smaller than 2,5 MB;
- must be submitted **by May 15th, 2026**;
- 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).

4.2 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.

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

5 - SPONSORSHIP OFFERS EVALUATION

5.1 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 efficiency, cost effectiveness, fairness, equality of treatment, transparency, proportionality.

5.2 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 - CONVEYING OF ADVERTISING MATERIAL

6.1 Public and private subjects, whose sponsorship bids have been accepted by the Embassy, will have to convey to the Embassy any advertising material (logos, images, etc.) related to the activities according to the deadline that will be set.

7 - RIGHT TO REJECT SPONSORSHIPS

7.1 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 reasons of general advisability;
- 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.

8 - SPONSORSHIP CONTRACT

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

8.2 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.

8.3 Should the Embassy ascertain that the Sponsor's offer and related declarations are false, the interested subject could be sanctioned by relevant Authorities and any related benefits would cease to exist.

8.4 If for any reason not dependent on the Embassy, the event(s) were not to take place, the Parties will decide by mutual agreement on modalities for reimbursement of funds already disbursed to the Embassy.

8.5 The following is mandatory: inclusion of the reference to Art. 6 of the Decree dated November 2, 2017, n. 192 (cooperation with private entities), whose paragraph 2 states that a specific clause must be included in sponsorship contracts allowing the Embassy to recede from it for foreign policy related motivations, upon a simple request, without conditions or limitations, at no charge with the exception of the interested party's right to a return of funds previously advanced, and in excess of funds already spent for any completed actions. Should the contracting party not accept the inclusion of such clause, the sponsorship contract cannot be concluded.

Tokyo, March 5, 2026

[signed]
The Ambassador of Italy
Mario Andrea Vattani

This Notice was displayed on the Notice Board of the Embassy on March 5, 2026 and on the same day was also published on the Official Website of the Embassy (<https://ambtokyo.esteri.it/it/>).