Ambasciata d'Italia
Tokyo

Ref. n. 8364 26/10/2026

PUBLIC NOTICE CALLING FOR SPONSORSHIP PROPOSALS FOR THE ITALY PAVILION AT EXPO 2027 YOKOHAMA

Pursuant to Article 88, paragraph 3, of Legislative Decree No. 36 of 31 March 2023, notice is hereby given that the following questions have been received concerning the above-mentioned Public Notice:

1. In what forms may sponsorship be provided?
2. Is there a minimum contribution required to become a sponsor of the Italy Pavilion?
3. Is a cash contribution mandatory to become a sponsor of the Italy Pavilion?
4. Is it possible to become a sponsor of the Italy Pavilion by offering discounts on the company's products?
5. Is it possible to become a sponsor by supplying materials for the construction or fitting-out of the Italy Pavilion or the Italy Garden?
6. How is the value of an in-kind sponsorship calculated?
7. Are submitted sponsorship proposals automatically accepted by the Commissioner's Office?
8. Does submitting a sponsorship proposal create a binding obligation to participate?
9. If an economic operator decides to withdraw its sponsorship proposal, either before or after negotiations with the Commissioner's Office, will a penalty apply?
10. Can several companies operating in the same industry sector sponsor the Italy Pavilion?
11. Can companies interested in becoming event sponsors also participate in this Public Notice?
12. Can sponsors of the Italy Pavilion sell their products in any designated retail areas or online spaces?
13. In which currency are sponsorship contributions valued?
14. Which legislation governs sponsorships?
15. Does the Commissioner's Office issue an invoice for the sponsorship?

ANSWERS

1. Sponsorship may be provided as a cash contribution, by bank transfer to the dedicated sponsorship account; as an in-kind contribution, through the provision of products or services; or as a combination of products and/or services and a cash contribution.
2. No minimum contribution is required.
3. No, a cash contribution is not mandatory to become a sponsor of the Italy Pavilion. Sponsorship may also take the form of the provision of a product or service.

4. No, offering discounts alone does not qualify a company to become a sponsor of the Italy Pavilion. The sponsorship must consist of a supply or the delivery of a complete, self-contained project that entails no additional costs for the Italy Pavilion.

5. Yes, sponsorship may take the form of the supply of materials for the construction or fitting-out of the Italy Pavilion or the Italy Garden, provided that the supply also includes shipping and installation of those materials.

6. The value of an in-kind sponsorship corresponds to the actual out-of-pocket costs incurred by the economic operator in delivering the sponsorship.

7. No. Submitted sponsorship proposals are assessed by the Commissioner's Office after the deadline set out in the Public Notice calling for sponsorship proposals. The Commissioner's Office then enters into negotiations with the proposing economic operator. If the outcome of those negotiations is satisfactory to both parties, a sponsorship agreement is signed. The agreement template can be downloaded here: Annex 3 – Sponsorship Agreement.

8. No. A sponsorship proposal may be withdrawn by the proposer or declined by the Commissioner's Office.

9. No penalty will apply if an economic operator decides to withdraw its sponsorship proposal before the Sponsorship Agreement is signed.

10. Yes, several companies operating in the same industry sector may sponsor the Italy Pavilion at the same time. However, a sponsorship contribution exceeding €300,000.00 (three hundred thousand euros) entitles the sponsor to Brand Ambassador status and exclusivity within its industry sector.

11. Yes. Companies interested in becoming event sponsors may also participate in this Public Notice, either by organizing an entire event agreed upon with the Commissioner or by making a cash contribution to support an event already scheduled by the Commissioner.

12. Only Gold and Diamond sponsors, namely sponsors whose contribution, in any form, is valued at more than €50,000.00 (fifty thousand euros), may sell their products if the Pavilion establishes a physical or online retail space.

13. Sponsorship contributions are valued in euros.

14. Sponsorships are governed by the Italian Civil Code.

15. No. The Italy Pavilion will issue a receipt, as it is a public entity and does not have a VAT number. However, where applicable, sponsors are entitled to the tax benefits provided for under current legislation, including full deductibility pursuant to the Italian Consolidated Income Tax Act (TUIR), Presidential Decree No. 917/1986, as amended.

Tokyo, 20 October 2026

RUP
Dr Andrea Marin

