



Consolato Generale d'Italia
Hong Kong

PUBLIC NOTICE

FOR THE SPONSORSHIP FOR 'CONCERTO ITALIANO 2022' A CULTURAL EVENT TO CELEBRATE THE ITALIAN NATIONAL DAY 2022

The Consulate General of Italy in Hong Kong,

- Considered the art. 43 of the Italian Law no. 449 of 27th December 1997, (sponsorship contracts and collaboration agreements, agreements with public and private entities, user contributions for non-essential public services and productivity incentive measures);
- Considered the art. 29 of the Italian Presidential Decree no. 54 of 1st February 2010 (which allows diplomatic and consular Missions to sign sponsorship contracts with public or private entities, enterprises, associations, foundations, citizens and in general with any party, Italian or foreign, that is not involved in activities in conflict with the public interest);
- Considered the art. no. 19 of the Italian Legislative Decree no. 50 of April 18th 2016 (sponsorship contracts);
- Considered the art. no. 80 of the Italian Legislative Decree no. 50 of April 18th 2016 (exclusions reasons);
- Considered the art. no. 120 and following articles of Law no. 689 of 24th November 1981 and its following changes and modifications;
- Considered the art. 6 of the Ministerial Decree no. 192 of 2nd November 2017, (collaboration with private entities), Regulation that contains general guidelines to regulate the procedures for the choice of the contractor and the execution of the contract to be carried out abroad;

ANNOUNCES

its intention to seek financial sponsorships in exchange for the concession of advertising spaces for the display of logos and for messages aimed to promote the name and activities of the participating companies at the event scheduled for the celebration of the Italian National Day 2022 which will be held in Hong Kong.

1. General requisites for the sponsorship

This notice is aimed at enterprises which produce goods and offer services, as well as entities, associations, companies and temporary entrepreneurial groups that are interested in advertising their brands on the occasion of the celebration event of Italian National Day 2022.

2. Aim

The Consulate General plans to hold an Italian National Day 2022 celebration event on 1st June 2022 at the Hong Kong City Hall - Concert Hall (5 Edinburgh Place Central, Hong Kong).

The participation in the event in Hong Kong is by invitation and is expected to be attended by approximately 700 guests from the Italian community in Hong Kong and Macau, the institutional, entrepreneurial, cultural, academic and media sectors, as well as the accredited consular corps in Hong Kong and Macau.

The event will be promoted through the Consulate General's website and social media.

In case the restrictions implemented by the Hong Kong Government to cope with the SARS-CoV-2 epidemiological emergency exclude the possibility of organizing a live event with audience participation, the concert in question will be broadcast on the Facebook page of the Consulate General and, if possible, through other highly circulated media.

3. Ways of Sponsorship

A. DIAMOND SPONSOR - minimum contribution HK\$ 100,000.00 (one hundred thousand)

The following benefits/services will be offered to the Diamond Sponsors by the Consulate General:

1. 40 concert tickets
 2. one-page advertisement in the concert program
 3. visibility of the sponsor's logo in the concert program
 4. visibility of the sponsor's logo on the backdrop placed at the entrance area of the Concert Hall
 5. visibility of the sponsor's logo in an advertising space purchased by the Consulate General in a high-circulation newspaper in Hong Kong
- The graphic output file for point 2 must be sent to this Consulate General **by and no later than 2nd May 2022** at the e-mail address hongkong.events@esteri.it
 - The logo for point 3, 4 and 5 must be sent to this Consulate General **by and no later than 2nd May 2022** at the e-mail address hongkong.events@esteri.it.

B. GOLDEN SPONSOR - minimum contribution HK \$ 60,000.00 (sixty thousand)

The following benefits/services will be offered to the Golden Sponsors by the Consulate General:

1. 20 concert tickets
 2. visibility of the sponsor's logo in the concert program
 3. visibility of the sponsor's logo on the backdrop placed at the entrance area of the Concert Hall
 4. visibility of the sponsor's logo in an advertising space purchased by the Consulate General in a high-circulation newspaper in Hong Kong
- The logo for point 2, 3 and 4 must be sent to this Consulate General **by and no later than 2nd May 2022** at the e-mail address hongkong.events@esteri.it.

C. SPONSOR - minimum contribution HK \$ 30,000.00 (thirty thousand)

The following benefits/services will be offered to the Silver Sponsors by the Consulate General:

1. 8 concert tickets
 2. visibility of the sponsor's logo in the concert program
 3. visibility of the sponsor's logo on the backdrop placed at the entrance area of the Concert Hall
 4. visibility of the sponsor's logo in an advertising space purchased by the Consulate General in a high-circulation newspaper in Hong Kong
- The logo for point 2, 3 and 4 must be sent to this Consulate General **by and no later than 2nd May 2022** at the e-mail address hongkong.events@esteri.it.

If it is not possible to organize a live concert with physical presence of an audience, the minimum sponsorship contributions required under points A, B and C will be reduced by 50%.

4. Submission of sponsorship offers

The sponsorship offers by interested parties:

- must be submitted 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 sent **by 22nd April 2022** via email (with attachments in PDF format not exceeding 2.5 Mb), to the following mailbox of the Consulate General of Italy in Hong Kong: amm.hongkong@esteri.it;
- must be accompanied by a declaration under their own responsibility confirming there are no adverse or restrictive conditions to the sponsor's contractual capability, according to art. 80 of the Italian Legislative Decree no. 50/2016;
- must contain the sponsor's commitment to take upon itself all the responsibilities and obligations related to and following its own brand display.

The interested parties consent to the processing of their data, as well as personal data, according to the Italian Legislative Decree no. 196 of 30th June 2003 for all procedural means.

5. Exclusion from the evaluation procedure

Conditional or incomplete offers, offers without signature or presented after the deadline will be excluded.

6. Evaluation of the sponsorship offers

The sponsorship offers, sent to the Consulate General by the deadline set in this Notice, are judged by the Consulate General according to the principles of cost, effectiveness, fairness, equanimity, transparency, and proportionality. In consideration of the particular nature of the event covered by this Notice, the Consulate General may accept several sponsorships.

If the sums acquired for sponsorship contracts are greater than the costs that will be incurred for the organization of the event in question, this Consulate General reserves the right to use the exceeding amount for further promotional events of Italy in Hong Kong and Macao in the year of 2022.

7. Right to reject sponsorship offers

The Consulate General of Italy in Hong Kong is entitled to reject any sponsorship if:

- a) there are stumbling conditions to sign contracts with the public administration entities as in the art. 120 and following articles of Law no. 689 of 24th November 1981, and any other prejudicial or restricted regulation of contractual capacity;
- b) there are grounds for exclusion based on the provisions of art. 80 of Legislative Decree no. 50 of 18th April 2016;
- c) the Consulate General deems the offer could create conflict of interest with the activities carried out and if it is believed that there is a law or principle violation of the Italian legislative system;
- d) the Consulate General deems in the advertising message could be a possible prejudice against or damage to its image and/or initiatives;
- e) there are some insolvency and bankruptcy proceedings or there are proceeding deriving from Precautionary measure against mafia;
- f) it is believed to be not receivable for general reasons;
- g) it includes elements of political, syndicalist, philosophical or religious propaganda.

8. Conclusion of the sponsorship contract

The sponsorship contract is signed between the selected Sponsor and the Consulate General. Under no circumstances may another party subsequently replace the Sponsor in the contract signed between the Consulate General and the Sponsor – unless there is a written authorization from the Consulate General.

Pursuant to article 6, paragraph 2 of the D.M. 2nd November 2017, no. 192, a specific clause is inserted in the sponsorship contract that allows withdrawal for reasons of foreign policy, by simple request, without conditions or limitations of any kind, free of charge and without prejudice to the right to the repayment of advances of price previously paid and exceeding the

consideration for services already rendered and acquired. If the contractor does not accept the inclusion of the clause, the sponsorship contract cannot be concluded.

If the content of the offers and the related self-declarations is found to be untruthful, the interested party will incur in the penal sanctions provided for, decaying immediately from any benefits obtained on the basis of untruthful declarations.

If the event does not take place due to reasons beyond the control of the Consulate General, the parties will decide by mutual consent the terms of reimbursement of the advance payments previously made and exceeding the consideration for services already rendered and acquired.

Hong Kong, 4th April 2022

Digitally signed by the Consul General of Italy
Clemente Contestabile

This Notice was displayed on the Notice Board of the Consulate General on 4th April 2022 and on the same day was also published on the official website of the Consulate General (www.conshongkong.esteri.it)