



Consolato Generale d'Italia  
Hong Kong

## **PUBLIC CALL**

### **FOR THE SPONSORSHIP OF CULTURAL AND PROMOTIONAL EVENTS TO CELEBRATE THE ITALIAN NATIONAL DAY 2024 AND THE FESTIVAL “ITALIA ON STAGE” 2024 IN HONG KONG AND MACAU**

The Consulate General of Italy in Hong Kong and Macau,

- Considered the art. 43 of the Italian Law no. 449 of 27<sup>th</sup> 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 1<sup>st</sup> 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. 134, paragraph 4, of the Italian Legislative Decree no. 36 of April 31<sup>st</sup> 2023 (sponsorship contracts);
- Considered the articles no. 94 and following of the Italian Legislative Decree no. 36 of March 31<sup>st</sup> 2023 (exclusions reasons);
- Considered the art. no. 120 and following articles of Law no. 689 of 24<sup>th</sup> November 1981 and its following changes and modifications;
- Considered the art. 6 of the Ministerial Decree no. 192 of 2<sup>nd</sup> November 2017, (collaboration with private entities), Regulation that contains general guidelines to regulate the procedures for the selection of the contractor and the execution of the contract to be carried out abroad.

## **ANNOUNCES**

the intention to identify financial sponsorships for the implementation of the following initiatives in 2024: a) Italian National Day and b) the Autumn festival “ITALIA on Stage”. To this end, the Consulate General of Italy in Hong Kong and Macau commits to offer to interested parties a number of benefits aimed at ensuring visibility and at promoting the initiatives, which will be implemented in partnership with the sponsors as specified below.

### **1. General requirements for the sponsorship**

This notice is addressed to companies 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 of the Italian National Day 2024 and of the Festival “ITALIA on Stage” 2024.

## 2. Aim

The Consulate General of Italy in Hong Kong and Macau plans to organize:

- a) The Italian National Day 2024 on the 5<sup>th</sup> June 2024 at the Hong Kong City Hall - Concert Hall (5 Edinburgh Place Central, Hong Kong).  
The participation to the celebration events is by invitation. Approximately 1000 guests are expected to attend, from the Italian community in Hong Kong and Macau, from the institutional, entrepreneurial, cultural, academic and media sectors, as well as from the accredited consular corps in Hong Kong and Macau.
- b) the second edition of the Autumn Festival focused on Italy, “ITALIA on Stage”, scheduled to take place between mid-October and mid-December 2024 in Hong Kong. The Festival consists of a series of culture, commercial/business and social (sport) initiatives, aimed at promoting relations between Italy, Hong Kong and Macau.

All the above mentioned activities will be promoted through the Consulate General website and social media (Instagram, X and Facebook), as well as by the local press, when agreed. The Consulate General and the sponsors will preliminary agree on the modalities of the use of the logos in the public promotion. Each sponsor will act in full compliance with the requirements and indications provided by each party in respect of the specific offer.

## 3. Modalities of Sponsorship

A. **DIAMOND SPONSOR** – contribution of minimum HK \$ 100,000.00 and above (*one hundred thousand and above*)

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

1. 30 tickets for the cultural event of celebration of Italian National Day 2024 in Hong Kong;
  2. one-page advertisement 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;
  5. visibility of the sponsor’s logo in the program booklet containing all initiatives of the Festival “ITALIA on Stage 2024”;
  6. publishing of specific post-videos focused on the sponsors core business, on the Consulate General’s social media profiles.
- The graphic output file for point 2 must be sent to the Consulate General of Italy in Hong Kong and Macau **by and no later than 2<sup>nd</sup> May 2024** at the e-mail address [hongkong.events@esteri.it](mailto:hongkong.events@esteri.it).
  - The logo for point 3, 4 and 5 must be sent to the Consulate General **by and no later than 2<sup>nd</sup> May 2024** at the e-mail address [hongkong.events@esteri.it](mailto: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 tickets for the cultural event of celebration of Italian National Day 2024 in Hong Kong;
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;
5. visibility of the sponsor's logo in the program booklet containing all initiatives of the Festival "ITALIA on Stage 2024".

- The logo for point 2, 3, 4 and 5 must be sent to this Consulate General **by and no later than 2<sup>nd</sup> May 2024** at the e-mail address [hongkong.events@esteri.it](mailto:hongkong.events@esteri.it).

**C. SILVER 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 tickets for the cultural event of celebration of Italian National Day 2024 in Hong Kong;
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;
5. visibility of the sponsor's logo in the program booklet containing all initiatives of the Festival "ITALIA on Stage 2024".

- The logo for point 2, 3, 4 and 5 must be sent to the Consulate General **by and no later than 2<sup>nd</sup> May 2024** at the e-mail address [hongkong.events@esteri.it](mailto:hongkong.events@esteri.it).

**4. Submission of sponsorship offers**

The sponsorship offers by interested parties:

- must be submitted in written form, signed by the company's legal representative (according to the sample form attached to this Notice), along with his/her copy of a valid ID, and sent **no later than 26<sup>th</sup> April 2024** 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](mailto: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 articles 94 and following of the Italian Legislative Decree no. 36 of March 31<sup>st</sup>, 2023;
- must contain the sponsor's commitment to take upon itself all the responsibilities and obligations related to and following its own brand display.

Interested parties consent to the processing of their data, including personal data, according to the Italian Legislative Decree no. 196 of 30<sup>th</sup> June 2003 for all procedural means.

## **5. Exclusion from the evaluation procedure**

Conditional or incomplete offers, offers without signature or presented after 26<sup>th</sup> April 2024 will be excluded.

## **6. Evaluation of the sponsorship offers**

The sponsorship offers, sent to the Consulate General by the deadline mentioned earlier in this Notice, are evaluated by the Consulate General according to the principles of cost, effectiveness, fairness, equal treatment, transparency, and proportionality. In consideration of the particular nature of the events covered by the Public Call, the Consulate General may accept several sponsorships.

If the amount of financial sponsorship is higher than the actual costs that will be necessary to organize the above mentioned events, the Consulate General reserves the right to use the exceeding amount for further events promoting Italy in Hong Kong and Macao during the year 2024.

## **7. Right to reject sponsorship offers**

The Consulate General of Italy in Hong Kong and Macao is entitled to reject sponsorships if:

- a) there are conditions preventing the signing of contracts with the Public Administration in accordance with art. 120 and following articles of Law no. 689 of 24<sup>th</sup> November 1981, and any other prejudicial or restricted regulation of contractual capacity;
- b) there are grounds for exclusion based on the provisions of articles 94 and following of the Italian Legislative Decree no. 36 of March 31<sup>st</sup>, 2023;
- 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 the advertising message to be potentially detrimental or damaging to its image and/or initiatives;
- e) there are some insolvency and bankruptcy proceedings or there are impediments deriving from [anti-mafia] precautionary measure, according to the Italian law which regulates the same type of public contracts;
- 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 Sponsor, which has agreed to the above conditions, 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 M.D. 2<sup>nd</sup> November 2017, no. 192, a specific clause is inserted in the sponsorship contract that allows withdrawal for foreign policy reasons, by simple request, without conditions or limitations of any kind, free of charge and without prejudice to the right to repayment of advances prices 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, due to reasons beyond the control of the Consulate General, the event does not take place, 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, 17<sup>th</sup> of February 2024

Signed by the Consul General of Italy  
Carmelo Ficarra

*This Notice was displayed on the Notice Board of the Consulate General on 21<sup>st</sup> February 2024 and on the same day was also published on the official website of the Consulate General (<https://conshongkong.esteri.it>)*